SPECIMENS OF POINT LINE

# TYPE

STEPHENSON, BLAKE & COMPANY

And SIR CHARLES REED & SONS

SHEFFIELD - - - ENGLAND

90

STEPHENSON, BLAKE & Co.

122 BAY STREET, TORONTO

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# SPECIMENS

OF

# POINT LINE TYPE

## CANADIAN PRINTERS PLEASE NOTE.

¶ The Weights of Founts shown in the Specimen Pages are those of complete founts (containing Capitals and Lowercase) as generally sold in England, but small job founts (Capitals and Lowercase put up separately) are stocked for the Canadian Market, and will be supplied unless otherwise ordered.

# SPECIMENS

OF

# POINT LINE TYPE

BORDERS · ORNAMENTS
BRASS RULES
&c. &c.

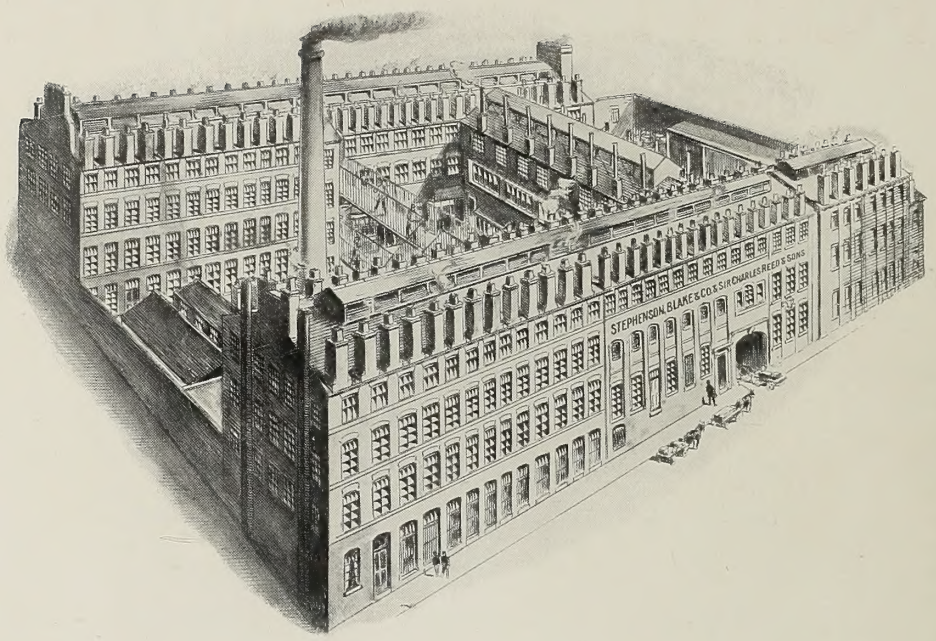
STEPHENSON, BLAKE & CO.
122 Bay Street, Toronto

Manager - - C. H. CREIGHTON



Foundry: SHEFFIELD, Eng.

LONDON: 33 Aldersgate Street.




BIRD'S-EYE VIEW OF FOUNDRY, SHEFFIELD.

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122 BAY STREET (C. H. Creighton, Manager).

# INTRODUCTORY NOTICE TO THE POINT LINE SPECIMEN BOOK.

WE have pleasure in offering to the Printing Trade this new and revised Edition of our Specimen Book, and trust that in respect of matter and arrangement it will be considered far in advance of its forerunners, while equal, if not superior, to them in point of artistic merit.

The title of the book itself bears witness to the changes which have taken place in the system of typefounding during recent years, while its issue also marks an epoch in the histories of two foundries which, sprung from a common origin some century and a half ago, are now once more amalgamated under one management.

To the discriminating printer the most important feature of the book will undoubtedly be the evidence, now offered for the first time in a concrete form, that we can supply our complete collection of Body and Jobbing Types not only on American Point Bodies, but also on a uniform Lining System.

In addition to possessing these economic advantages, we think it will be readily admitted that our Selection of Type Faces—now strengthened by the addition of numerous series from Sir Charles Reed & Sons' Specimen Book—is unapproached by that of any other Foundry in respect of completeness, variety of style, and artistic merit.

In the production of new series of letter of marked beauty and recognised utility, we have of late years been exceptionally prolific, and our selection of Borders has also been increased by the addition of some strikingly effective designs.

Other useful features of this book which we believe will be welcomed, are its division into sections, and the provision of an index. Some page numbers are omitted at the end of each section to allow of the insertion, in their proper sequence, of future specimens, which will bear page numbers for this purpose. We trust our friends will make a note of this arrangement.

Although Specimens of Wood Letter are not included in this book, it may not be out of place to mention that we have pleasure in forwarding our Wood Letter Book on application, and that all orders for Wood Letter will receive our prompt and most careful attention.

We take the present opportunity of thanking those Printers, who in the past have been regular users of our Type, for their loyal support, and we desire to assure them, and the Printing Trade in general, of our determination in the future to leave nothing undone to maintain and, if possible, enhance the reputation which, we have reason to believe, our Type and Material at present enjoys for accuracy, finish and durability.

STEPHENSON, BLAKE & Co.
AND
SIR CHARLES REED & SONS.

Sheffield and London, 1908.

# THE AMERICAN POINT SYSTEM,

## BODY, LINE AND SET.

ALTHOUGH the American Point System is now generally understood and appreciated by British Printers, it cannot be said to have as yet secured such full adoption in this country as in America. Under these circumstances a few words in explanation of the system may not be out of place.

The American Point System (like the French Didot Point System) was, in the first instance, merely a systematic arrangement of type bodies, each body being a multiple of a common unit. The scope of the "system" has, however, since been extended so as to regulate both the position of type faces on their bodies as regards alignment, and also the thickness of types.

**Point Body.**—In 1886 the United States Type Founders' Association adopted the present American Point Standard, taking as their unit a pica measuring ·166044 inch divided into twelve equal parts which were called points. The American point therefore measures ·013837 inch. The above figures are given on the authority of the American Type Founders' Co.

Under the Point System each size of type is cast on a body measuring an exact number of these points. Leads, clumps, brass rules, metal furniture and all similar material, being made both as regards body and length to point measurements, are also in mathematical agreement with **all Point** bodies—not as under the old dispensation merely with some one particular founder's **pica and multiples thereof!** The convenience of such an arrangement must be obvious to the most conservative printer.

The gradation of point bodies and their relation to the old bodies is shown in the following table:—

**Table Showing Relation of Point to Old Bodies.**

| | | |
|---|---|---|
| 5 Point ... ... | Rather larger than ... ... ... .. ... | Pearl. |
| 6 „ ... ... | Same as S. B. & Co.'s ... ... ... | Nonpareil. |
| 7 „ ... ... | Shade smaller than ... ... ... .. | Minion. |
| 8 „ ... ... | Rather larger than ... ... .. ... | Brevier. |
| 9 „ ... ... | Rather larger than ... .. ... ... ... | Bourgeois. |
| 10 „ ... ... | Rather larger than ... ... ... .. | Long Primer. |
| 11 „ ... ... | Shade larger than ... ... ... .. ... | Small Pica. |
| 12 „ ... ... | Same as S. B. & Co.'s .. ... ... | Pica. |
| 14 „ ... ... | Rather larger than ... ... ... ... ... | English. |
| 18 „ ... ... | Rather larger than ... ... ... ... | Great Primer. |
| 24 „ ... ... | Same as S. B. & Co.'s ... ... ... ... | 2 lines Pica. |
| 30 „ ... ... | Rather larger than ... ... .. ... | 2 lines English. |
| 36 „ ... ... | Same as S. B. & Co.'s ... ... ... ... | 3 lines Pica. |

48, 60, 72, 84 Point, &c., same as similar multiples of S. B. & Co.'s Pica.

**Point Line.**—This is a term signifying that the distance between the bottom edge of the printing surface or face of the type and the bottom edge of the type body (in other words "the beard") measures a definite number of points, varying according to the size of body.

All type faces of the same class on the **same size** of body have the **same amount** of beard—that is, are cast **to the same alignment**, and **line together accurately** as shown in these lines, without any haphazard justification such as was formerly necessary whenever Antiques or other display founts were required to line with Romans.

Moreover, under the Point Lining System all faces, irrespective of class or size of body, can, with a minimum expenditure of time and trouble, be made to line accurately together by the use of point leads, quads or clumps.

To suit different classes of letter, there are three descriptions of Point Line:—

1. **Point Common Line.**—For ordinary founts consisting of both capitals and lowercase.

2. **Point Title Line.**—For founts of full-faced capitals.

3. **Point Script Line.**—For Script and similar faces which have long-tailed descending sorts.

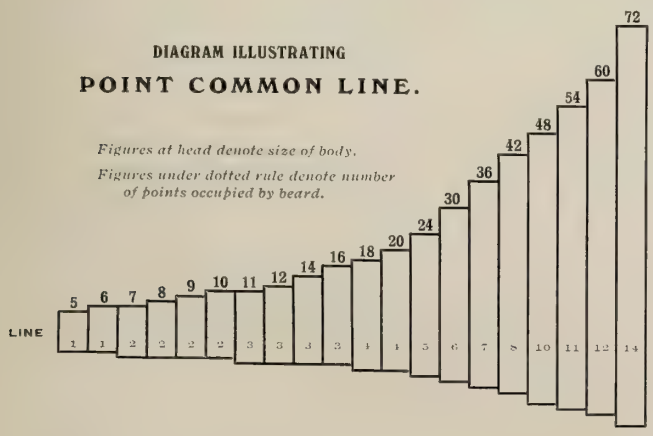
The diagrams appended below show the beards agreed upon by the British Type Founders' Association in 1903 for Point Common and Point Title Lines.

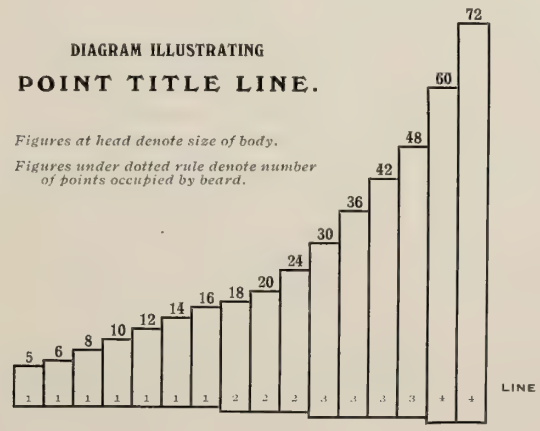
**Point Set.**—This is the application of the Point System to the thickness of types. Under its provisions every sort in a fount has a definite width of body, which width is a multiple of a given "unit."

This unit varies in magnitude according to size of body from 1 point to ¼-point, or in special cases even ⅛-point. The units generally recognised are:—

| | |
|---|---|
| For 12 Point and smaller bodies ... ... ... ... | ¼ point. |
| For 14 Point to 30 Point inclusive ... ... ... | ½ point. |
| For all bodies larger than 30 Point ... ... ... | 1 point. |

A large number of the series shown in this book, including all recent productions, are cast to Point Set.




*TO LINE ONE SIZE WITH ANOTHER—*

*Subtract the beard of the smaller body from that of the larger; the result gives the number of points of spacing required* ***at foot*** *of smaller body. The remaining difference in body must be made up* ***at head.***

# MISCELLANEOUS INFORMATION.

### HOW A BODY FOUNT IS MADE UP.

A fount of body letter is made up in the following proportions, unless any other assortment is specially requested:—

| | | | |
|---|---|---|---|
| Capitals ... ... ... ... | 9 per cent. | Lowercase, Points and Leaders ... ... ... | 56 per cent. |
| Small Capitals ... ... | 4 ,, | Spaces... ... ... ... | 15 ,, |
| Figures ... ... ... ... | 6 ,, | Quads ... ... ... ... | 10 ,, |

Rules, accents and fractions are not supplied, except in new complete founts, or when specially asked for. The weight varies according to size of type, the same proportions being used for all. Italic is only supplied when ordered.

---

When ordering additions and sorts, it will save much time and trouble if a pattern type of each fount required is sent with the order. A Cap **H** and lowercase **m**, as little used as possible, are the best to send.

---

### TO ESTIMATE QUANTITY OF BODY LETTER REQUIRED.

To ascertain the quantity of body letter for a newspaper, magazine, book or other work, find the number of square inches in the matter to be set, and divide this by 4; the quotient will be approximately the weight of type required in lbs., but as the cases can never be entirely set out, it is necessary to add an extra 25 per cent. to large founts, and 40 per cent. to small founts, to allow for unused type left in the cases.

---

### NUMBER OF WORDS TO THE SQUARE INCH.

In calculating the number of pages a manuscript will occupy, the following figures may be used as representing the number of words to the square inch:—

| | | | | | |
|---|---|---|---|---|---|
| 18 Point, solid ... | 7 | 10 Point, solid ... | 21 | 7 Point, solid... ... | 38 |
| 14 Point, solid ... | 11 | 10 Point, leaded ... | 16 | 7 Point, leaded ... | 27 |
| 12 Point, solid ... | 14 | 9 Point, solid ... | 28 | 6 Point, solid... ... | 47 |
| 12 Point, leaded ... | 11 | 9 Point, leaded ... | 21 | 6 Point, leaded ... | 34 |
| 11 Point, solid ... | 17 | 8 Point, solid ... | 32 | 5 Point, solid... ... | 69 |
| 11 Point, leaded ... | 14 | 8 Point, leaded ... | 23 | 5 Point, leaded ... | 50 |

"Leaded," as here used, means "whiting out" with 2-point leads.

---

### QUANTITY OF TYPE REQUIRED TO FILL A CASE.

The following table shows how much type each box in the case will hold when filled:—

| | |
|---|---|
| a c d h i m n o r s t u boxes, each hold ... ... ... | 2 lb. |
| b f g l p v w y boxes, each hold ... ... ... ... | 12 oz. |
| j k q x z and all figure boxes, each hold ... ... ... | 6 oz. |
| e box holds ... ... ... ... ... ... ... ... ... ... | 3 lb. |
| Cap. and small cap. boxes, each hold ... ... ... ... | 5 oz. |
| Comma box holds ... ... ... ... ... ... ... ... ... | 12 oz. |
| Full point and other point boxes, each hold ... ... ... | 6 oz. |

A pair of cases holds about 50 lb. of type, a double case 20 lb. to 25 lb.

---

### NUMBER OF ENS IN 1 lb. OF TYPE.

Four square inches (2 in. × 2 in.) of solid type weighs approximately 1 lb. The number of ens contained in 1 lb. of the various bodies are:—

| | ENS. | | ENS. | | ENS. | | ENS. |
|---|---|---|---|---|---|---|---|
| 5 Point ... | 1656 | 7 Point ... | 846 | 9 Point ... | 512 | 11 Point ... | 342 |
| 6 Point ... | 1152 | 8 Point ... | 648 | 10 Point ... | 414 | 12 Point ... | 288 |

---

### RETURN OF OLD TYPE.

Old type should be securely packed and plainly addressed (labels for this purpose will be sent if desired), and full advice sent to us when despatched, giving number of boxes and weight. Old types should not be mixed with old leads, clumps, furniture or brass, as these are all credited at different prices. For particulars of allowances, see Price List.

Type melted up, zinc plates, or metal containing zinc, will not be received at any price.

### NUMBER OF LEADS TO THE POUND.

The following table indicates the approximate number of metal and brass leads to the pound of the several lengths and thicknesses given:—

| LENGTH | 3-point Metal | 2-point | | 1½-point | | 1-point | |
|---|---|---|---|---|---|---|---|
| | | Metal | Brass | Metal | Brass | Metal | Brass |
| 3 ems ... ... | 166 | 250 | 313 | 332 | 418 | 500 | 627 |
| 4 ems ... ... | 125 | 187 | 235 | 250 | 313 | 374 | 470 |
| 5 ems ... ... | 100 | 150 | 188 | 200 | 251 | 300 | 376 |
| 6 ems ... ... | 83 | 125 | 156 | 166 | 209 | 250 | 313 |
| 7 ems ... ... | 71 | 107 | 134 | 142 | 179 | 214 | 268 |
| 8 ems ... ... | 61 | 94 | 117 | 122 | 156 | 187 | 235 |
| 9 ems ... ... | 55 | 83 | 104 | 110 | 139 | 166 | 209 |
| 10 ems ... ... | 50 | 75 | 94 | 100 | 125 | 150 | 188 |
| 11 ems ... ... | 45 | 68 | 85 | 90 | 114 | 136 | 171 |
| 12 ems ... ... | 42 | 62 | 78 | 84 | 104 | 125 | 156 |
| 13 ems ... ... | 38 | 58 | 72 | 76 | 98 | 116 | 144 |
| 14 ems ... ... | 35 | 53 | 69 | 70 | 89 | 107 | 134 |
| 15 ems ... ... | 33 | 50 | 62 | 66 | 84 | 100 | 125 |
| 16 ems ... ... | 31 | 47 | 58 | 62 | 78 | 94 | 117 |
| 17 ems ... ... | 29 | 44 | 55 | 58 | 74 | 88 | 110 |
| 18 ems ... ... | 28 | 42 | 52 | 56 | 69 | 83 | 104 |
| 19 ems ... ... | 26 | 39 | 49 | 52 | 66 | 79 | 99 |
| 20 ems ... ... | 25 | 37 | 47 | 50 | 62 | 75 | 94 |
| 21 ems ... ... | 24 | 36 | 45 | 48 | 60 | 71 | 89 |
| 22 ems ... ... | 23 | 34 | 43 | 46 | 57 | 68 | 85 |
| 23 ems ... ... | 22 | 33 | 41 | 44 | 55 | 65 | 82 |
| 24 ems ... ... | 21 | 31 | 39 | 42 | 52 | 62 | 78 |
| 25 ems ... ... | 20 | 30 | 38 | 40 | 50 | 60 | 75 |
| 26 ems ... ... | 19 | 29 | 36 | 38 | 48 | 58 | 72 |
| 27 ems ... ... | 18 | 28 | 35 | 37 | 46 | 55 | 69 |
| 28 ems ... ... | 18 | 27 | 34 | 35 | 44 | 53 | 67 |
| 29 ems ... ... | 17 | 26 | 32 | 34 | 43 | 52 | 65 |
| 30 ems ... ... | 16 | 25 | 31 | 33 | 42 | 50 | 62 |

### SIZES OF PAPER.

| | Broad-side. | Folio. | Com. 4to. | Com. 8vo. | Long 8vo. | 16mo. | 12mo. |
|---|---|---|---|---|---|---|---|
| DOUBLE ROYAL | 25 × 40 | 20 × 25 | 12½ × 20 | 10 × 12½ | 6¼ × 20 | 6¼ × 10 | 6¼ × 13¼ |
| DOUBLE DEMY | 22½ × 35 | 17½ × 22½ | 11¼ × 17½ | 8¾ × 11¼ | 5⅝ × 17½ | 5⅝ × 8¾ | 5⅝ × 11⅝ |
| DBL. LGE. POST | 21 × 33 | 16½ × 21 | 10½ × 16½ | 8¼ × 10½ | 5¼ × 16½ | 5¼ × 8¼ | 5¼ × 11 |
| DOUBLE CROWN | 20 × 30 | 15 × 20 | 10 × 15 | 7½ × 10 | 5 × 15 | 5 × 7½ | 5 × 10 |
| DOUBLE POST ... | 19½ × 31½ | 15¾ × 19½ | 9¾ × 15¾ | 7⅞ × 9¾ | 4⅞ × 15¾ | 4⅞ × 7⅞ | 4⅞ × 10½ |
| DOUBLE FCAP. | 17 × 27 | 13½ × 17 | 8½ × 13½ | 6¾ × 8½ | 4¼ × 13½ | 4¼ × 6¾ | 4¼ × 9 |
| IMPERIAL ... ... | 22 × 30 | 15 × 22 | 11 × 15 | 7½ × 11 | 5½ × 15 | 5½ × 7½ | 5½ × 10 |
| SUPER ROYAL | 20½ × 27½ | 13¾ × 20½ | 10¼ × 13¾ | 6⅞ × 10¼ | 5⅛ × 13¾ | 5⅛ × 6⅞ | 5⅛ × 9⅛ |
| ROYAL ... ... | 20 × 25 | 12½ × 20 | 10 × 12½ | 6¼ × 10 | 5 × 12½ | 5 × 6¼ | 5 × 8¼ |
| MEDIUM ... | 18 × 23 | 11½ × 18 | 9 × 11½ | 5¾ × 9 | 4½ × 11½ | 4½ × 5¾ | 4½ × 7⅞ |
| DEMY ... ... ... | 17½ × 22½ | 11¼ × 17½ | 8¾ × 11¼ | 5⅝ × 8¾ | 4⅜ × 11¼ | 4⅜ × 5⅝ | 4⅜ × 7½ |
| LARGE POST | 16½ × 21 | 10½ × 16½ | 8¼ × 10½ | 5¼ × 8¼ | 4⅛ × 10½ | 4⅛ × 5¼ | 4⅛ × 7 |
| CROWN ... ... | 15 × 20 | 10 × 15 | 7½ × 10 | 5 × 7½ | 3¾ × 10 | 3¾ × 5 | 3¾ × 6⅝ |
| SMALL POST | 15½ × 19¼ | 9⅝ × 15½ | 7¾ × 9⅝ | 4¾ × 7¾ | 3⅞ × 9⅝ | 3⅞ × 4¾ | 3⅞ × 6⅜ |
| FOOLSCAP ... ... | 13½ × 17 | 8½ × 13½ | 6¾ × 8½ | 4¼ × 6¾ | 3⅜ × 8½ | 3⅜ × 4¼ | 3⅜ × 5¼ |

### SIZES OF CARDS.

| | | | |
|---|---|---|---|
| Double Large ... ... ... | 4½ × 6 in. | Reduced Small ... ... | 2⅛ × 3½ in. |
| Double Small ... ... | 3⅜ × 4¾ in. | Town ... ... ... ... | 2 × 3 in. |
| Large ... ... ... ... ... | 3 × 4½ in. | Extra Thirds ... ... ... | 1⅜ × 3 in. |
| Small ... ... ... ... | 2⅜ × 3⅝ in. | Third Large ... ... ... | 1½ × 3 in. |

### CHASES.

When ordering chases of any size other than those given as ordinary stock sizes in the Price List, the best and only safe plan is to send a diagram with the order, giving both the "inside" and "outside" measurements. If news chases, give also the width of the folding-bars.

*Please do not cut or mutilate this Specimen Book in any way; it is only necessary to give the correct title as quoted in the book, and body of any fount, or number of any border, rule or ornament, to secure the accurate execution of the order.*

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Department

60 POINT.

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Famous Royal Residence

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Opening Ceremony 23rd February

18 POINT.

AMERICAN METHOD ENSURES EXPEDITION
Type Cast entirely on the Point System
Facilitates Complicated and Intricate Composition

14 POINT.

LABOUR SAVING SYSTEM OF POINT BODY, LINE AND SET
Modern Requirements demand Simplified Production
The Accurate Interchangeability of Spacing Material Guaranteed

12 POINT.

THIS eighteenth century Old Style will appeal to the Printing Trade on account of the quaint characteristics it embodies

STEPHENSON, BLAKE & Co.

10 POINT.

NOTE that the strength of the lines, while less bold than in modern imitations, has not the weakness of genuine Old Face when printed under conditions of present day typography.

QUAINT DESIGNS FOR PRINTERS

8 POINT.

MODERN imitations of genuine Old Faces belong to the category of Antiques, and however useful for purposes of display, cannot be considered suitable for bookwork. The Lining Old Style No. 5 Series will appeal to Book Printers

ORDER THIS GENERALLY USEFUL SERIES

6 POINT.

Printers will note that in this eighteenth century Old Style Series the strength of the lines, while less bold than in modern imitations, has not the weakness of genuine Old Face when printed under present day conditions. Although essentially a Book Letter, the larger sizes of the Lining Old Style No. 5 will recommend themselves for general Display

MODERN REQUIREMENTS DEMAND ECONOMY

# ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without a pioneer in the point system, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established in that town about the year 1810, published proposals for establishing *a graduated scale* of sizes for the bodies of printing types, and fixing their height to paper, based upon pica as common

18 POINT.

## ORIGIN OF THE SYSTEM.

SHEFFIELD was not without a point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on the type foundry originally established in that town about the year 1810, published proposals for establishing a graduated scale of sizes for the various bodies of printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was not welcomed by the printer, however, and failed; and in view of the relations which up to that date had existed between printers and type founders, it is clear that the former could have had their founts cast to *any point system* they liked, by the simple expedient of ordering them upon

12 POINT.

### ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without a point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established about the year 1810, in that town, published proposals for establishing a graduated scale of sizes for bodies of printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was, however, not welcomed by printers, and failed; and in view of the relations which already existed up to that date between printers and type founders, it is clear that the former could have had their founts cast to any point system they liked, by the simple expedient of ordering them on that basis—but, as a matter of fact, the printers of those days had a very large choice of bodies, and selected any particular body according to the needs of the moment, and without regard either to system or to uniformity. Under such circumstances it is, perhaps, scarcely to be wondered at that they regarded the *hard and fast gradations* of the French, and other proposed point systems, as unaccommodating and inconvenient. It is still less remarkable that the British founders, accurately gauging this feeling, should refrain from pressing the matter further, but devoted themselves rather to the introduction of some

8 POINT.

## REAL ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for we are told that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established about the year 1810, in that town, published proposals for establishing a graduated scale of sizes for the bodies of printing types, and fixing their height to paper, using pica as the common standard. Such a scheme was, however, not welcomed by the printer, and failed; and in view of the relations which already existed up to that date between printers and type founders, it is clear that the former could have had their founts cast to *any point system* they wished, by the simple

14 POINT.

### REAL ORIGIN OF THE POINT SYSTEM.

Sheffield was not without its point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established early in the century, in that town, issued proposals for establishing a graduated scale of sizes for bodies of printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was, however, not welcomed by printers, and failed; and in view of the relations which had existed up to that date between printers and type founders, it is clear that the former could have had their founts cast to any point system they wished, by the simple expedient of ordering them on that basis—but, as a matter of fact, printers of that day were accustomed to a large choice of bodies, and selected a particular body according to the needs of the moment, and without consideration either of system or uniformity. Under these circumstances it is, perhaps, scarcely to be wondered at that they regarded the hard and fast gradations of the French, and other suggested point systems, as unaccommodating and inconvenient. It is still less remarkable that the British type founders, who accurately gauged this feeling, should refrain from pressing the idea further, but devoted themselves rather to introducing and improving mechanical appliances, as well as to the engraving of new type faces. Even in the United States, a new country, and therefore naturally more receptive of new ideas, it was many years before the point system was successfully introduced, and then its introduction was due to accident rather than design. As the result of a fire, one of the most important firms of type founders in America were compelled to renew their plant, which had been destroyed. They planned in the first instance *a system of bodies* on the basis of seventy-two picas to the foot, but finding that this unit would be inconvenient, as making the bodies unsuitable

6 POINT.

### ORIGIN OF POINT SYSTEM.

SHEFFIELD was not without its point system pioneers, for it is recorded that in 1840 Messrs. Bower Bros. who carried on the type foundry established originally about the year 1810 in that town, published proposals for establishing a graduated scale of sizes for the bodies of printing types, and fixing the height to paper, based upon pica as the common standard. Their scheme was, however, not welcomed by printers, and failed; and in view of the relations which, up to that period, already existed between printers and type founders, it is clear that the former could have had founts cast to any point system they liked, by the simple expedient of ordering them on that basis—but, as a matter of fact, printers of that day were accustomed to a *large choice of bodies*, and selected a particular body according to present needs, and without considering either system or uniformity, so that perhaps

10 POINT.

# LINING OLD STYLE No. 5 ITALIC.

48 POINT.

*THIRD EDITION*
*Nursery Rhymes*

36 POINT.

*DESIRABLE PREMISES*
*Manchester Cathedral*

30 POINT.

*HIBERNIAN PERFORMERS*
*Rehearsals every Thursday*

24 POINT.

*HANDSOME MARINE SPECIMEN*
*European Restaurant Companies*

18 POINT.

*BRITISH FOUNDERS*
*Accurate Point System*

14 POINT.

*FURNISHING COMPANIES*
*having Branches established for the convenience of many Clients*

12 POINT.

*This series of Italic will be welcomed by the printer as an adjunct to the Lining Old Style No. 5 Roman. 1234567890*

*STEPHENSON, BLAKE & Co.*

10 POINT.

*This series of Italic should be welcomed by all printers as an adjunct to the series of Lining Old Style No. 5 Roman, or for using by itself*

*LETTER FOUNDRY, SHEFFIELD*

8 POINT.

*This series of Italic will be welcomed by the printer as an adjunct to the Lining Old Style No. 5 Roman, and also on account of its suitability for general display purposes. Both series are cast on the American Point Lining System*

*RECOGNISED TIME SAVING METHOD*

6 POINT.

*This series of Italic will be welcomed by the printer as an adjunct to the Lining Old Style No. 5 Roman, and also on account of its suitability for general display purposes. Both series are cast on the American Point Lining System, which ensures perfect alignment when one size has to be justified with another, by the use of point leads, quadrats and spaces*

*SPECIMEN TYPES FORWARDED ON REQUEST*

# LINING OLD STYLE, No. 6.

72 POINT.

BRITISH Products

48 POINT.

BOHEMIANS
Fashionable

36 POINT.

BRANCH HOUSE
Modern Printing

30 POINT.

MORNING SERMON
Eminent Statesmen

24 POINT.

NORTHERN COUNTIES
Technical Education

18 POINT.

THIS LINING OLD STYLE
Series will be found suitable
for producing superior work

14 POINT.

THIS DESIRABLE OLD STYLE
should be appreciated by Printers
on account of its clearness of cut

12 POINT.

THIS POPULAR OLD STYLE SERIES
appeals to both small and large Printers,
being forceful and attractive 123456789

10 POINT.

THIS USEFUL LINING OLD STYLE FORMS
a companion series to Lining Old Style No. 5
which has already been favourably received

8 POINT.

THIS HANDSOME SERIES OF LINING OLD STYLE
will be found suitable where a heavy Old Style letter is
desired in high-class bookwork to suit the popular taste

6 POINT.

THIS HANDSOME AND USEFUL SERIES OF LINING OLD STYLE
although designed as a book fount, lends itself readily to the highest
kind of display, especially in Newspaper and Magazine Advertisements

60 POINT.

NORMAN RETAINER
Historical Romance

STEPHENSON, BLAKE & Co.

SIR CHARLES REED & SONS.

# REAL ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established in that town early in the century, published proposals for establishing a graduated scale of sizes for the bodies of printing types, and fixing the height to paper, based upon pica as the common standard. Such a scheme, however, was not welcomed by printers, and failed; and because of the relations which already existed up to that period

18 POINT.

## ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without a pioneer of the point system, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established about the year 1810, in that town, published proposals for deciding a graduated scale for the bodies of printing types, and fixing also their height to paper, based on pica as the common standard. The idea was, however, not welcomed by printers, and failed; and in view of the relations which up to that date had existed between printers and type founders, it is clear that the former could have had founts cast to any point system they liked, by the simple expedient of ordering them on that basis; but, as a matter of fact, the printers of those days were used to a large choice of bodies, and selected such according to the needs of the moment, and without doing

12 POINT.

### REAL ORIGIN OF THE POINT SYSTEM.

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8 POINT.

## DESCRIPTIVE ACCOUNT OF THE POINT SYSTEM.

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14 POINT.

### DESCRIPTIVE ACCOUNT OF THE POINT SYSTEM.

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6 POINT.

### ORIGIN OF THE POINT SYSTEM.

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10 POINT.

*Practical Examples of Lining Old Style No. 5 (Roman and Italic), and Lining Old Style No. 6.*

# *MODERN VILLAS*

Eight delightfully situated residences of imposing elevation, in one of the best positions of Sutton, on the south side of the Railway, high up on the chalk, and nine minutes from Station

*For Prospectus and Plans apply*

HORNIMAN & JORDISON

Auctioneers & Estate Agents

38 HENDON STREET, S.W.

# A COLLECTION OF SPECIMENS PRINTED AND DESIGNED BY STUDENTS

SIXTEENTH NUMBER
PRICE ONE SHILLING

*ISSUED FROM THE*

TECHNICAL SCHOOL
HIGHER BRIDGETON

MODERN PASTIMES LIMITED

*Chief Offices:*
*High Street, Richmond.*

*Letter Foundry and Printers' Joinery Works: SHEFFIELD* · · · · · · · · · · · *LONDON: 33 Aldersgate Street, E.C.*

# STEPHENSON, BLAKE & Co.

*and* Sir Charles Reed & Sons

LETTER FOUNDERS .·. WOOD LETTER CUTTERS .·. BRASS RULE MAKERS
MANUFACTURERS OF PRINTERS' CASES, CABINETS,
FRAMES, RACKS, ETC., OF THE HIGHEST QUALITY

*Type and Material guaranteed to Point Standard* · · *Printing Offices Planned and Furnished Throughout on Approved Methods*

# BASKERVILLE OLD FACE

*Original dies engraved about* 1768.

*The larger sizes of this series serve also for Lining Georgian Old Face.*

---

72 Point.

DECEMBER
Renovation

60 Point.

HARBINGERS
Rustic Maiden

48 Point.

CUSTOM HOUSE
Historic Research

STEPHENSON, BLAKE & Co. SIR CHARLES REED & SONS.

LIFE OF DR. JOHNSON. 341

THE coming to the throne of these kingdoms of King GEORGE THE THIRD opened new and brighter prospects to men of literary merit, who had been honoured with no mark of royal patronage during the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man

1762. Ætat. 53.

*Paragon on Eighteen Point (leaded).*

LIFE OF DR. JOHNSON. 341

THE accession to the throne of these kingdoms of King GEORGE THE THIRD opened up a new and brighter prospect to all men of literary merit, who had been honoured with no mark of royal favour during the preceding reign. His present Majesty's education in this country, as well as his beneficence and superior taste, prompted him to be the patron of science and the arts; and early in this year Johnson having been represented to him as a very learned and just man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred

1762. Ætat. 53.

*Fourteen Point.*

LIFE OF DR. JOHNSON. 341

THE coming to the throne of these kingdoms of King GEORGE THE THIRD opened up a new and brighter prospect to men of literary merit, who had not been honoured with any mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which, many and various stories, all equally erroneous, have been propagated, maliciously representing it

1762. Ætat. 53.

*Twelve Point.*

# LINING BASKERVILLE OLD FACE.

THE LIFE OF DR. JOHNSON. 341

THE coming of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had not been honoured with a mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be founded in usurpation. I have taken care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was given to Johnson solely as the reward of his literary merit, without any stipulation whatever, or even tacit understanding that he should write for administration. His Lordship added, that he was confident the political tracts which Johnson afterwards did write, as they were entirely consonant with his opinions, would have been written by him, though no pension had been granted to him. Mr. Thomas Sheridan and Mr. Murphy, who then lived a good deal both with him and Mr. Wedderburne, told me, that they previously talked with Johnson upon this matter, and that it was perfectly understood by all parties that the pension was merely honorary. Sir Joshua Reynolds told me, that Johnson called on him after his Majesty's intention had been notified to him, and said he wished to consult his friends as to the propriety of his accepting this mark of the royal favour, after the definitions which he had given in his Dictionary of pension and pensioners. He said he would not have Sir Joshua's answer till next day, when he would call again, and desired he might think of it. Sir Joshua answered that he was clear to give his opinion then, that there could be no objection to his receiving from the King a reward for literary merit; and that certainly the definitions in his Dictionary were not applicable to him. Johnson, it should seem, was quite

1762. Ætat. 53.

*Six Point.*

STEPHENSON, BLAKE & Co. SIR CHARLES REED & SONS.

LINING BASKERVILLE OLD FACE (Original dies engraved about 1768).

THE LIFE OF DR. JOHNSON. 341

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had not been honoured with any mark of royal favour during the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year, which would

1762. Ætat. 53.

*Eighteen Point.*

THE LIFE OF DR. JOHNSON. 341

THE accession of King GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had been honoured with no mark of the royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which, many and varied stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be founded in usurpation. I have taken care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the first person who mentioned this subject to him, and

1762. Ætat. 53.

*Ten Point.*

THE LIFE OF DR. JOHNSON. 341

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened new and brighter prospects to men of literary merit, who had not been honoured with any mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his beneficence and taste, prompted him to be the patron of science and the arts; and early in this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a State pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which, many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be founded in usurpation. I have taken care to have it in my power to refute all of them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was granted to Johnson solely as the reward of his literary merit, without any stipulation whatever, or even tacit understanding that he should write for administration. His Lordship added, that he was confident the political tracts which Johnson afterwards did write, as they were entirely consonant with his opinions, would have been written by him, though no pension had been granted to him. Mr. Thomas Sheridan and

1762. Ætat. 53.

*Eight Point.*

STEPHENSON, BLAKE & Co. SIR CHARLES REED & SONS.

## LINING BASKERVILLE OLD FACE.

Original dies engraved about 1768. The larger sizes of this series serve also for Lining Georgian Old Face.

36 Point.

Most British printers have heard of the once famous Printing House

BIRMINGHAM.

30 Point.

Most British printers have heard of the famous Printing House and Foundry carried on in Birmingham about the

GENUINE OLD FACE

24 Point.

Most British printers have heard of the once famous Baskerville Printing House and Type Foundry which flourished about the middle of the 18th century, carried on

STEPHENSON, BLAKE & Co.

## LIFE OF Dr. JOHNSON. 341

THE accession of GEORGE THE THIRD to the throne of these kingdoms opened a new and brighter prospect to men of literary merit, who had been honoured with no mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without *certain provision*, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute

1762. Ætat. 53.

Paragon on Eighteen Point (leaded).

## THE LIFE OF Dr. JOHNSON. 341

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1762. Ætat. 53.

Eighteen Point.

# LINING GEORGIAN OLD FACE.

N.B.—The long ſ and its combinations are included in the founts only when specially ordered.

THE LIFE OF Dr. JOHNSON. 341

1762.

Ætat. 53.

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had not been honoured with a mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which, many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be *founded in usurpation*. I have taken the care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was granted to Johnson solely as the reward of his literary merit, without any stipulation whatever, or

Eleven Point.

THE LIFE OF Dr. JOHNSON. 341

1762.

Ætat. 53.

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had not been honoured with a mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which, many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be *founded in usurpation*. I have taken care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the

Twelve Point.

ENGRAVED IN THE EIGHTEENTH CENTURY.

# LINING GEORGIAN OLD FACE.

THE LIFE OF Dr. JOHNSON. 341

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had been honoured with no mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a State pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which, many varied stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be *founded in usurpation*. I have taken care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was granted to Johnson solely as the reward of his literary merit, without any stipulation whatever, or even tacit understanding that he should write for administration. His Lordship added, that he was confident the political tracts which Johnson afterwards did write, as they were entirely consonant with his opinions, would have been written by him, though no pension had been granted to him. Mr. Thomas Sheridan and Mr. Murphy, who then lived a good deal both with him and Mr. Wedderburne, told me that

1762.
Ætat. 53.

Ten Point.

THE LIFE OF Dr. JOHNSON. 341

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had been honoured with no mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which, many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be *founded in usurpation*. I have taken the care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was granted to Johnson

1762.
Ætat. 53.

Nine Point.

THE LIFE OF Dr. JOHNSON. 341

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had not been honoured with a mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be founded in usurpation. I have taken care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was granted to Johnson solely as the reward of his literary merit, without any stipulation whatever, or even *tacit understanding* that he should write for administration. His Lordship added, that he was confident the political tracts which Johnson afterwards did write, as they were entirely consonant with his opinions, would have been written by him, though no pension had been granted to him. Mr. Thomas Sheridan and Mr. Murphy, who then lived a good deal

1762.
Ætat. 53.

Eight Point.

# LINING GEORGIAN OLD FACE.

THE LIFE DR. OF JOHNSON. 341

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had been honoured with no mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour to announce this instance of his sovereign's bounty, concerning which many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to desert his avowed principles, and become the tool of a government which he held to be *founded in usurpation*. I have taken care to have it in my power to refute them from the most authentick information. Lord Bute told me, that Mr. Wedderburne, now Lord Loughborough, was the person who first mentioned this subject to him. Lord Loughborough told me, that the pension was granted to Johnson solely as the reward of his literary merit, without any stipulation whatever, or even tacit understanding that he should write for administration. His Lordship added, that he was confident the political tracts which Johnson afterwards did write, as they were entirely consonant with his opinions, would have been written by him, though no pension had been granted to him. Mr. Thomas Sheridan and Mr. Murphy, who then lived a good deal both with him and Mr. Wedderburne, told me, that they previously talked with Johnson upon this matter, and that it was perfectly understood by all parties that the pension was merely honorary. Sir Joshua Reynolds told me, that Johnson called on him after his Majesty's intention had been notified to him, and said he wished to consult his friends as to the propriety of his accepting this mark of the royal favour, after the definitions which he had given in his Dictionary of pension and pensioners. He said he would not have Sir Joshua's answer till next day, when he would call again, and desired he might think of it. Sir Joshua answered that he was clear to give his opinion then, that there could be no objection to his receiving from the King a reward for literary merit; and that certainly the definitions in his Dictionary were not applicable to him. Johnson, it should seem, was satisfied, for he did not call again till he had accepted the pension, and had waited on Lord Bute to thank him. He then told Sir Joshua that Lord Bute said to him expressly, "It is not given you for any

1762.
Ætat. 53.

Six Point.

THE LIFE OF DR. JOHNSON. 341

THE accession of GEORGE THE THIRD to the throne of these kingdoms, opened a new and brighter prospect to men of literary merit, who had been honoured with no mark of royal favour in the preceding reign. His present Majesty's education in this country, as well as his taste and beneficence, prompted him to be the patron of science and the arts; and early this year Johnson having been represented to him as a very learned and good man, without any certain provision, his Majesty was pleased to grant him a pension of three hundred pounds a year. The Earl of Bute who was then Prime Minister, had the honour of announcing this instance of his sovereign's bounty, concerning which, many and various stories, all equally erroneous, have been propagated, maliciously representing it as a political bribe to Johnson to *desert his avowed principles* and become the tool of a government which he held to be founded in usurpation

1762.
Ætat. 53.

Fourteen Point.

## LINING GEORGIAN OLD FACE ITALIC.

Paragon on Eighteen Point.

*The matrices from which the types used in this Specimen have been cast have the*

*GENUINE OLD STYLES*

Eighteen Point.

*The matrices from which the types used in this Specimen have been cast have lain unused and*

*ANTIQUE FURNITURE DEALER*

Fourteen Point.

*The matrices from which types used in this Specimen have been cast have lain unused and all but forgotten*

*BRITISH INSURANCE COMPANIES*

Twelve Point.

*The matrices from which the types used in this Specimen have been cast have lain unused and all but forgotten for more than*

*HISTORICAL DOCUMENTS IN MUSEUMS*

Eleven Point.

*The matrices from which the types used in this specimen have been cast have lain unused and all but forgotten for more than a century, and are now shown*

*BRANCHES AND AGENCIES ESTABLISHED*

Ten Point.

*The matrices from which the types used in this specimen have been cast have lain unused and all but forgotten for more than a century, and are now brought from*

*DIRECTIONS FOR STUDENTS IN PHOTOGRAPHY*

Nine Point.

*The matrices from which the types used in this specimen have been cast have lain unused and all but forgotten for more than a century, and are now brought from their*

*BOHEMIAN TOILET PREPARATIONS RICHLY PERFUMED*

Eight Point.

*The matrices from which the types used in these Specimens have been cast have lain*

*LANDSCAPE GARDENING*

Six Point.

*The matrices from which the types used for setting this specimen have been cast have lain unused and all but forgotten for more than a century, and are*

*NUMEROUS ILLUMINATED DESIGNS*

*30 Point.*

# LINING OLD STYLE, No. 2.

WE have pleasure in submitting this Series of *Old Style* No. 2 cast upon the American Point Lining System

THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for it has been stated that in 1840 a type foundry, originally established about the year 1810, in that town, published suggestions relating to a *graduated scale* of sizes for bodies of printing types, fixing also their height to paper, based upon pica as the common standard. This idea, however, was not welcomed by the trade, and failed; and in course of

*11 Point.*

THE FULL RANGE of ten sizes as shown in this specimen includes 5, 7, 9 and 11 POINT, as well as the bodies 18, 24 and 30 POINT, the whole making up a *Series* of the utmost utility.

*18 Point.*

TECHNICAL EDUCATION.

ESSENTIAL to the proper education of every apprentice is a knowledge of type faces, and of the many considerations that must enter into the manufacture of types. Legible, graceful, symmetrical and beautiful forms are to a large extent the outcome of a *correct application* of certain principles, and it is necessary to know these principles in order that the good may be distinguished from the bad. Popular usage of certain faces will disclose the good, while individual tastes cry out for satisfaction, and not knowing the principles embodied in the construction of the good forms, one is liable to

*12 Point.*

AMERICAN POINT SYSTEM.

WE are now refitting old Printing Offices completely *on this System*, all founts (including Body Letter) being cast on American Point Line.

*24 Point.*

**A Question of Price.**—It has often been said that "Experience must be paid for," but her teachings are made needlessly expensive by the want of forethought sometimes displayed by Printers about to equip new Offices. Specious offers of *cheap type on improved principles* are apt, on occasion, to deceive the most experienced Printers: how much more tempting, then, must they not appear to the inexperienced beginner?

Whereas, however, an odd fount of inferior quality in an established Office is a matter of small moment, a complete outfit of similar inferiority is certain to severely handicap the beginner in his efforts, if not to foredoom his otherwise successful enterprise to failure.

Prospective purchasers should therefore carefully investigate these tempting offers before closing with them, in order to ascertain whether the slightly lower prices asked are due to the superior philanthropy of the vendor, or to the inferiority of his wares.

*9 Point.*

***Quality worth paying for.*** It may be safely taken for granted that every manufacturer asks for his goods the highest price which he thinks they will obtain in the market. When, therefore, prices for ostensibly the same article vary, it is fair to assume that those makers who sell at lower prices do so only because their goods are admittedly inferior in general estimation to those for which a higher price is asked, and because they cannot, by reason of this inferiority, compete on equal terms. The difference in price thus represents a *difference in value*, but not necessarily or even generally an equal difference; for while a House supplying first quality goods can maintain its prices only so long as it worthily sustains its reputation for the excellence of its supplies, the degree of the inferiority of the cheaper article is not so easily measured, and, it is to be feared in most cases, greatly exceeds the difference in price. For ourselves, as our friends well know, we have never asked for their support on the plea that our prices are the lowest, but always on the ground that our Type is of the highest quality, its superiority in metal alone often accounting for our higher prices.

*8 Point.*

## A WORLD WIDE REPUTATION.

The general use of this Old Style Series by the leading Printers of the day, is in itself a sufficient testimony to its merits, while a careful study of its features will infallibly lead to an endorsement of the favourable opinion which they have pronounced upon it. Its predominant claims to be placed in the front rank may be briefly summarised as being a combination of the following qualities: extreme elegance of outline, marked clearness and legibility, added to *an altogether unsurpassed character for durability*, which is not the least important factor in its popularity. Nor is this reputation confined to this or any one country: our Agents in various quarters of the globe, with one accord, report the very marked partiality shown by their customers for this Series of Old Style.

The statement has been freely made that none of the Associated Houses would ever be able to supply type on "Standard" Line, because the necessary re-adjustment of their plant for this purpose would be too stupendous a work to be attempted. Speaking for ourselves, however, we have but followed the good example of the American Type Founders, and we ask from Printers no special thanks, except such as may be expressed in the form of orders for Point Line founts.

In response to many demands received from admirers of the Old Style No. 2 Series, we have recently completed it by the addition of this 5 point size. Although on so small a scale it will be gladly recognised that the face loses none of the well-known characteristics of the series. Elegance, combined with clearness and legibility, are still the distinguishing features. On this account we feel sure that the suitability of the fount, for jobs where a *multum in parvo* effect is required, will be welcomed by those users of the series who must have often been hard put to it for a smaller size than 6 point. We therefore confidently commend this fount to the notice of Printers, not only as a useful adjunct to the rest of the series, but also on its own merits.

*10 Point.* *5 Point.*

# Stephenson,

LINING OLD

RESOURCES

It is frequently urged, on behalf of a new House, that its methods and plant are new and up to date, while those of its older established competitors are antiquated and obsolete. A comparison between the resources of an old-established Type Foundry and a new one is, however, quite obviously in favour of the older House, seeing that a Type Founder's plant of original steel punches and matrices can only be got together after very many years of patient industry. The new Type Founder must therefore struggle for a long period with a painfully inadequate plant, or if his conscience be sufficiently dull, resort to the dishonest expedient of making electrotyped matrices from types surreptitiously obtained from the established Type Founders, whose faces (or rather inferior counterfeits of them) he is thus enabled to offer as his own productions.

This nefarious method is adopted by nearly all the so-called cheap houses, who, in their endeavour to undersell the legitimate Type Founders, act the unenviable part of parasites, injuring the body upon which they feed. It appears extraordinary that even a house which most floridly advertises its own original creations should not disdain to be dependent for the majority of those founts which form the foundation of a Printing Office (Antiques, De Vinnes, Sans Serifs, and the like), upon wretched "piracies" of other Founders' faces.

*7 Point.*

# Blake & Co.

STYLE No. 2.

*LIMITATIONS.*

One of the most extraordinary charges ever made against us in the way of competition is our willingness to oblige customers by casting additions to or renewals of old founts on the old or even on special bodies, instead of refusing to supply on any but the American Point System. Such a charge is of course merely an exhibition of jealousy on the part of a competitor whose limitations in the way of plant oblige him to cast all his type on one system, whether his customers like it or not. The fable of the fox who, himself being without a tail, proclaimed the many evils attaching to tails in general, is irresistibly brought to mind.

So far as this Foundry is concerned, the truth is that we are in the fortunate position of being able to supply our Type upon, practically, any known System which may occasionally be required. Moreover, we have always considered ourselves obliged, as a matter of honour, to furnish sorts and additions to any fount we have at any time supplied, no matter on what inconvenient system or body that fount may have been cast. So far as our immediate convenience is concerned, nothing would suit us better than that our customers should unanimously demand any one system. We have, however, never been in the habit of dictating to Printers as to the system upon which they should order; and though we naturally advocate the American System as mutually beneficial to both Printer and Type Founder, we are well aware that many of the largest offices in the kingdom are unable, at present, to adopt it in its entirety.

While, therefore, not refusing to cater for the wants of old Offices, we offer exceptional facilities to the progressive Printer, including a large choice of Lining Body Founts, both Modern and Old Style, *complete with Italics and all accessories*, such as no House outside the Association can show.

*6 Point.*

# LINING OLD STYLE, No. 4.

*N.B.—The 9 and 11 Point of this series are also cast on 8 and 10 Point bodies respectively under the title of 8 and 10 Point Lining Old Style No. 3. The 5, 6 and 12 Point are identical in both series. Printers who have Lining Old Style No. 3 please note.*

## DESCRIPTIVE ACCOUNT OF THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established about the year 1810, in that town, published proposals for establishing a graduated scale of sizes for the bodies of printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was not welcomed by printers, however, and failed; and in view of the relations which already existed up to that date between printers and type founders, it is obvious that the former could have had their founts cast to any point system they liked, by the very simple expedient of *ordering them upon that basis;* but, as a matter of fact, printers of that day were accustomed to a large choice of bodies, and selected any particular

*12 Point.*

## DESCRIPTIVE ACCOUNT OF THE ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established during the year 1810, in that town, published proposals for establishing a graduated scale of sizes for the bodies of all printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was, however, not welcomed by the printer, and failed; and in view of the relations which already existed up to that date between printers and type founders, it is clear that the former could have had their founts cast to any point system they liked, by the simple expedient of ordering them on that basis—but, as a matter of fact, printers of that day were accustomed to a large choice of bodies, and selected some particular body according to the needs of the moment, and without regard either to system or uniformity. Under such circumstances it is, perhaps, scarcely to be wondered at that they considered the hard and fast gradations of the French, and other suggested point systems, as unaccommodating and inconvenient. It is still less remarkable that the British type founders, accurately gauging this feeling, should refrain from *pressing the matter further*, but devoted themselves studiously to the introduction and improvement of mechanical appliances, and to the engraving of new type faces; and even then

*9 Point.*

## ACCOUNT OF THE INTRODUCTION OF THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established about the year 1810, in that town, published suggestions for establishing a graduated scale of sizes for the bodies of printing types, and fixing their height to paper, based on pica as the common standard. Such a scheme was, however, not welcomed by the printer, and failed; and in view of the relations which already existed up to that period between printers and type founders, it is obvious that the former could have had their founts cast to any point system they required, by the simple expedient of ordering them on that basis—but, as a matter of fact, printers of that day were accustomed to a large choice of bodies, and selected some particular body according to the needs of the moment, and without regard *either to system or uniformity*. Under such circumstances it is, therefore, scarcely to be wondered at that they should regard the hard and fast gradations of the French, and other suggested point systems, as very unaccommodating and inconvenient. It is still less remarkable that the British type founders, accurately gauging

*11 Point.*

## DESCRIPTIVE ACCOUNT OF THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for it is recorded that during 1840 Messrs. Bower Bros., who carried on a type foundry, originally established about the year 1810, in that town, had published proposals for establishing a graduated scale of sizes for the bodies of all printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was, however, not welcomed by the printer, and failed; and in view of the relationship which already existed up to that date between printers and type founders, it is obvious that the former could have had their founts cast to any point system they liked, by the simple expedient of ordering them on that basis—but, as a matter of fact, printers of those days were accustomed to a large choice of bodies, and selected a particular body according to the needs of the moment, and without regard either to system or to uniformity. Under such circumstances it is, perhaps, scarcely to be wondered at that the trade regarded the hard and fast gradations of the French, and other suggested point systems, as very *unaccommodating and inconvenient*. It is still less remarkable that the British type founders, accurately gauging this feeling, should refrain from pressing the matter further, but devoted themselves rather to the introduction of

*10 Point.*

## REAL ORIGIN OF THE POINT SYSTEM.

SHEFFIELD was not without its pioneer of the point system, for it is recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established during the year 1810, in that town, published suggestions for establishing a graduated scale of sizes for the bodies of printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was, however, not welcomed by printers, and failed; and in view of the relations which already existed up to that period between printers and type founders, it is clear that the former could have had their founts cast to any point system they liked, by the simple expedient of ordering them on that basis—but, as a matter of fact, printers of that day were accustomed to a large choice of bodies, and selected some particular body according to the needs of the moment, and without regard either to system or to uniformity. Under such circumstances it is, perhaps, scarcely to be wondered at that they regarded the hard and fast gradations of the French, and other suggested point systems, as very unaccommodating and inconvenient. It is none the less remarkable that the British type founders, accurately gauging this feeling, should all refrain from pressing the matter further, but devoted themselves rather to the *introduction and improvement* of mechanical appliances, and to engraving of new type faces. Even in the United States, a new country, and therefore naturally more receptive of new ideas, this

*8 Point.*

# STEPHENSON, BLAKE & CO.'S SERIES OF LINING OLD STYLE No. 4.

## DESCRIPTIVE ACCOUNT OF THE POINT SYSTEM.

SHEFFIELD was not without its point system pioneer, for we have it recorded that in 1840 Messrs. Bower Bros., who carried on a type foundry, originally established about the year 1810, in that town, published proposals for establishing a graduated scale of sizes for the bodies of printing types, and fixing their height to paper, based upon pica as the common standard. Such a scheme was, however, not welcomed by printers, and failed; and in view of the relations which already existed up to that date between printers and type founders, it is clear that the former could have had their founts cast to any point system they liked, by the simple expedient of ordering them upon that basis—but, as a matter of fact, printers of those days were accustomed to a large choice of bodies, and selected a particular body according to the needs of the moment, and without regard either to system or to uniformity. Under such circumstances it is, therefore, scarcely to be wondered at that they considered the hard and fast gradations of the French, and other suggested point systems, as unaccommodating and inconvenient. It is still less remarkable that British type founders, *accurately gauging this feeling*, should refrain from pressing the matter further, but devoted themselves to the introduction

*6 Point.*

### A USEFUL TIME TABLE FOUNT.

THIS face, the first 5 Point Body Fount produced on Point Line in this country, is worthy of special attention. While its elegance of outline and Old Style characteristics render it, as a Book Fount, eminently pleasing to the eye, its great clearness and legibility mark it as exceptionally suitable for tabular matter, such as Railway Time Tables. An example of its use in this form, in conjunction with 5 Point Lining Bold Latin and Bold Latin Condensed Figures, is appended, and will, it is hoped, be found both useful and suggestive. Attention is invited to the use of the Italic figures. These are exceptionally clear and effective, and on this account well suited to the purpose of a Railway Time Table, where it is often desirable to distinguish certain trains from others.

IMPROVED SERVICE BETWEEN SHEFFIELD AND LO

| *Trains leave* | a.m. | a.m. | a.m. | a.m. | a.m. | p.m | p.m | p.m | p.m | p |
|---|---|---|---|---|---|---|---|---|---|---|
| **SHEFFIELD** | **7 45** | **7 45** | **9 12** | **11 14** | **11 45** | **1 50** | *1 58* | **4 20** | **5 15** | **5** |
| Worksop ..... | 8 9 | 8 9 | 9 40 | 11 38 | 12 8 | .. | *2 10* | .. | 5 36 | 5 45 |
| Retford..... | 8 29 | 9 15 | 10 10 | 12 3 | 12 42 | .. | *2 23* | .. | .. | 5 58 |
| Tuxford..... | .. | 9 26 | .. | 12 14 | .. | .. | *3 9* | .. | .. | .. |
| Dukeries Junc. | 8 40 | 9 29 | .. | .. | .. | .. | *3 24* | .. | 5 54 | .. |
| Carlton ..... | 8 49 | 9 41 | .. | 12 27 | .. | .. | *3 51* | .. | 6 5 | .. |
| **Newark**..... | **8 59** | **9 54** | **10 33** | **12 38** | **1 9** | .. | *4 18* | .. | **6 36** | **7** |
| Claypole ..... | .. | 10 3 | .. | .. | .. | .. | .. | .. | 6 39 | 7 6 |
| Hougham..... | .. | 10 11 | .. | .. | .. | .. | .. | .. | 6 45 | 7 10 |
| Barkstone .... | .. | 10 16 | .. | .. | .. | .. | .. | .. | 6 50 | 7 15 |
| **Grantham** .. | **9 19** | **10 24** | **10 53** | **12 58** | **1 29** | **3 0** | *5 41* | **5 47** | **6 56** | **7 20** |
| Peterboro* .... | 10 9 | .. | 11 36 | .. | 2 10 | 3 42 | *5 55* | 6 27 | 7 20 | .. |
| Hitchin..... | 11 50 | .. | .. | .. | 3 9 | 5 16 | *6 10* | .. | 7 54 | .. |
| Hatfield..... | 12 13 | .. | .. | .. | 4 15 | .. | .. | .. | 8 32 | .. |
| Finsbury Park | 11 37 | .. | .. | .. | 3 48 | 5 7 | *5 21* | 7 58 | .. | 9 42 |
| **LONDON** .... | **11 45** | .. | **1 5** | .. | **3 55** | **5 15** | *6 25* | **8 5** | **9 28** | **9 51** |

| *Trains leave* | p.m | p.m | p.m | p.m | p.m | p.m | p.m | p.m | p.m | p.m |
|---|---|---|---|---|---|---|---|---|---|---|
| **SHEFFIELD** | **8 0** | **8 18** | *8 25* | .. | **11 0** | .. | **1 20** | **12 30** | **1 40** | |
| Worksop ..... | .. | 8 25 | *8 32* | .. | 11 28 | .. | | | | |
| Retford..... | .. | 8 45 | *8 57* | .. | 11 35 | .. | | | | |
| Tuxford..... | .. | .. | *9 20* | .. | 11 58 | .. | | | | |
| Dukeries Junc. | .. | .. | *9 53* | .. | 12 4 | .. | | | | |
| Carlton ..... | .. | 9 22 | *9 58* | **10 0** | **12 10** | **1 20** | | | | |
| **Newark**..... | **9 10** | **9 35** | *10 2* | .. | .. | .. | | | | |
| Claypole ..... | .. | .. | *10 7* | .. | .. | .. | | | | |
| Hougham..... | .. | .. | *10 18* | .. | .. | .. | | | | |
| Barkstone .... | .. | .. | *10 25* | **10 20** | **12 30** | **1 40** | | | | |
| **Grantham** .. | **9 30** | **9 55** | *10 47* | 10 48 | .. | .. | | | | |
| Peterboro* .... | .. | .. | *11 0* | .. | .. | .. | | | | |
| Hitchin..... | .. | .. | *11 55* | .. | .. | .. | | | | |
| Hatfield..... | .. | .. | *12 40* | 12 46 | .. | .. | | | | |
| Finsbury Park | .. | .. | *12 54* | **1 5** | **3 10** | **4 10** | | | | |
| **LONDON** .... | **11 35** | **12 39** | | | | | | | | |

* *Runs on Saturdays only during July, August and September.*

*5 Point.*

18 Point.

# LINING RONALDSON OLD STYLE.

THE ORIGIN OF TYPES and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were of a *primitive construction*, and though conceived on true principles, were adjusted

11 Point (Solid).

## HISTORY OF PRINTING.

THE ORIGIN OF ALL TYPES and the nomenclature which has grown around them, is that branch of typographical antiquity which has ever been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were of primitive construction, and although conceived on true principles were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, without regard to the body, line and height of other founts used in the same Press. *When two or more founts* were needed to mix in the same work, the necessity of a uniform standard of height would then become apparent. When two or more founts were wanted to mix in the same line, a uniformity in body, and if possible in alignment, would be found

11 Point (Leaded).

## HISTORY OF PRINTING.

THE ORIGIN OF ALL TYPES and the nomenclature which has grown around them, is that branch of typographical antiquity which has ever been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were of primitive construction, and although conceived on true principles were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, without regard to the body, line and height of other founts used in the same Press. When two or more founts were needed to mix in the same work, the necessity of a uniform standard of height would then become apparent. When two or

12 Point (Leaded).

## HISTORY AND PROGRESS OF PRINTING.

THE ORIGIN OF ALL TYPE BODIES and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining that the moulds of the first printers were of primitive construction, and though conceived on true principles, were adjusted to the various sizes of letter they had to cast *more by eye than by rule*, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of other founts used in the same Press. When two or more founts were required to mix in the same work, then it would

INTRODUCTION OF PRINTING.

THE ORIGIN OF TYPES and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were of a very primitive construction, and, although conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be *cast on no other principle* than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used in the same press. When two or more founts were wanted to mix in the same work, then such a necessity as uniform standard of height would become more apparent. When two or more founts were required to mix in the same line, then uniformity in body as well as in alignment would become necessary. When it

9 Point.

INTRODUCTION OF PRINTING.

THE ORIGIN OF ALL TYPES and the nomenclature which has grown around them, is the branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining as we do that the moulds of the first printers were of a primitive construction, and, though *conceived on true principles* were then adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that the founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used in the same press. When two or more founts were required to mix in the same work, the necessity of a uniform standard height would then be apparent; but if two or more founts were required to mix in the same line, then a uniformity in body, and also, if possible, in alignment, would be found necessary. If either initials or notes were required to be incorporated with the text, the advantages of accurate proportion between one body and another would suggest itself. At first, doubt

8 Point.

INTRODUCTION OF PRINTING.

THE ORIGIN OF TYPES and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were primitive in construction, and, although undoubtedly conceived on true principles, we adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used in the same press. If two or more founts were required to mix in the same work, the necessity of a uniform standard of height would then become apparent. When two or more founts were required to mix in the same line, then a *uniformity in body*, and if possible in alignment, would be necessary. If initials or marginal notes were required to be incorporated with the text, then the advantage of accurate proportion between one body and another would suggest itself. At first, doubtless, the printer would name

LINING RONALDSON OLD STYLE
COMPLETE IN EIGHT SIZES.

10 Point.

INTRODUCTION

THE ORIGIN OF ALL Type Bodies, and their nomenclature which has grown around them, is a branch of typographical antiquity which has for ever been shrouded in more or less obscurity. Imagining as we do, that the moulds of the first printers were of primary construction, and though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used in the same press. When two or more founts were required to mix in the same work, then the necessity for a *uniform standard of height* would become apparent. When two or more founts were required to mix in the same line, uniformity in body, and if possible in alignment also, would then be found necessary. When initials or marginal notes were required to be incorporated with the text, the advantage of a mathematical proportion between one body and another would suggest itself. At first, doubtless, the printer would name his sizes of type according to the works for which they were used. His Canon type would be the largest character in which he printed the canon of the Mass. His Cicero type would be the letter used in his editions of that classical author. His Saint Augustin, his Primer, his Philosophie, his Brevier, his Pica type, would be the names by which

7 Point.

OF PRINTING.

THE ORIGIN OF ALL TYPES and the nomenclature that has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining as we do, that the moulds of the first printers were of very primitive construction and, although conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, and line and height, in themselves, irrespective of the body, line and height of the other founts that were used in the same Press. When two or more founts were required to mix in the same work, then the necessity of a uniform standard of height would soon become apparent. When two or more founts were required to mix in the same line, uniformity in body, and, if possible, in alignment, would then be found necessary. When initials or marginal notes were required to be *incorporated with the text*, then the advantage of a mathematical proportion between one body and another would suggest itself. At first, doubtless, the Printer would name his sizes of type according to the works for which they were used. His Canon type would be the large character in which he printed the canon of the Mass. His Cicero type would be the letter used in his editions of that classical author. His Saint Augustin, his Primer, his Brevier, his Philosophie, his Pica type, would be the names by which he would describe the sizes of letter he used for printing the works whose names they bore.

It may also be assumed with tolerable certainty that in most of these cases, originally, the names described not only the body, but the "face" of their respective founts. The period at which this confused and haphazard system of nomenclature resolved itself into the definite printer's terminology it is difficult to determine. Probably it was a

6 Point.

STEPHENSON, BLAKE & CO.'S

# LINING MODERN SERIES No. 17.

NOTWITHSTANDING the fact that this generation evinces so strong a liking for Old Style faces, this is purely a matter of fashion, and it must not be thought that the day of Modern romans and italics is past. There are indeed many persons of undoubted excellence of taste who distinctly prefer an elegant and well cut Modern letter to an Old Style. To such persons our Lining No. 17 Series here shown will irresistibly appeal as eminently suited for book, journalistic and commercial work, and it is now supplied *in common with our other standard faces* on the American Lining System, the types used in this specimen being cast on American Point Line.

*12 Point.*

## THE TYPEFOUNDERS' RING.

MOST PRINTERS are familiar with the term The Ring, as applied to the Association of British Type Founders. It is popularly supposed that the Ring exists for the sole purpose of upholding prices. It would, however, be more correct to describe it as an association for the preservation of honesty and fair dealing among type founders. The chief difference between the Ring founder and an outside founder is not to be found in their respective price lists, but generally lies in the fact, that while the former offers for sale no face or design to the ownership of which he cannot show a clear title, the "Pirate Founder's" specimen book teems with type faces annexed *without payment or acknowledgment* from the books of their legitimate owners.

*11 Point.*

**A Question of Price.**—It has frequently been said that "Experience must be paid for," but her teachings are made needlessly expensive by the want of forethought sometimes displayed by printers about to equip new offices. Specious offers of cheap type on improved principles are apt, on occasion, to deceive the most experienced printers; how much more tempting, then, must they not appear to the inexperienced beginner?

But although an odd fount of inferior quality in an old-established office is a matter of small moment, a complete outfit of similar inferiority is certain to severely handicap the beginner in his efforts, if not to foredoom his otherwise successful enterprise to failure. Prospective purchasers *should therefore carefully investigate* these tempting offers before closing with them, in order to ascertain whether the slightly lower prices asked are due to the superior philanthropy of the vendor, or to the lower quality of his wares.

*10 Point.*

## THE ELECTROTYPE PROCESS.

THE DISCOVERY of the process of depositing metals upon any given surface by means of electricity has proved of great utility. With respect, however, to the type founder's art, this otherwise valuable application of electric force has not been an unmixed blessing, since it has placed in the hands of unscrupulous persons a ready means of counterfeiting, at trifling cost to themselves, the productions of founders who have, at very great expenditure of capital and labour, engraved the original steel punches, metal faces, or matrices, without which originals no type face can, in the first instance, be produced. As the types placed on the market are exact replicas, so far as face is concerned, of the original engravings, the "pirate" type founder has merely to procure, at usual type prices, small founts of the series he purposes to purloin, and by means of the electrotype process make therefrom copper or nickel matrices. From these he casts counterfeit types, *of inferior finish and quality of metal*, to be unblushingly offered to the public as his own original productions.

*9 Point.*

# STEPHENSON, BLAKE & CO.'S

# LINING MODERN SERIES No. 17.

**Quality worth paying for.** IT MAY BE TAKEN for granted that every manufacturer asks for his goods the highest price which he thinks they will obtain in the market. When, therefore, prices for ostensibly the same article vary, it is fair to assume that those makers who sell at lower prices do so only because their goods are admittedly inferior in general estimation to those for which a higher price is asked, and because they cannot, by reason of this inferiority, compete on equal terms. The difference in price thus represents a difference in value, but not necessarily or even generally an equal difference; for while a House supplying first quality goods can maintain its prices only so long as it worthily sustains its reputation for the excellence of its supplies, the degree of the inferiority of the cheaper article is not so easily measured, and, it is to be feared in most cases, *greatly exceeds the difference in price.* Type metal is an alloy composed of a number of constituents greatly varying in costliness. It is therefore a comparatively easy matter for a type founder with no particular character for honesty at stake, to so manipulate the respective proportions of these constituent metals as to considerably reduce the cost price of his type, without material alteration to its outward appearance, thus enabling him to undersell Houses of known reputation.

*8 Point.*

## RESOURCES OF OLD TYPE FOUNDRIES.

IT IS FREQUENTLY URGED on behalf of a new House that its methods and plant are new and up to date, while those of its older established competitors are antiquated and obsolete. A comparison between the resources of an old-established Type Foundry and a new one is, however, quite obviously in favour of the older House, seeing that a type founder's plant of original steel punches and matrices can only be got together after very many years of patient industry. The new type founder must therefore struggle for a long period with a painfully inadequate plant, or if his conscience be sufficiently dull, resort to the dishonest expedient of making electrotyped matrices from types surreptitiously obtained from the established founders, whose faces (or rather inferior counterfeits of them) he is thus enabled to offer as productions of his own to an unsuspecting public.

This nefarious method is adopted by nearly all the cheap type founders, who, in endeavouring to undersell the legitimate Houses, act the unenviable part of parasites, injuring the body upon which they feed. It appears extraordinary that even a type founder who most floridly advertises his own original creations should not be ashamed to put himself in such a position, amounting to a tacit confession that as regards the bulk of those founts *which form the foundation of a printing office* (Antiques, Sans Serifs, De Vinnes, and the like), he is dependent upon the Associated Houses, the fruits of whose capital and enterprise he has appropriated without payment or permission.

*7 Point.*

## *LIMITATIONS OF NEW FOUNDRIES.*

THE ASSOCIATED TYPE FOUNDERS are often taxed with being behind the times because they still cast types to the old bodies when preferred by their customers, instead of refusing to supply on any but the American Point System. It is surely the strangest claim to celebrity ever put forward by a type founder, that the limitations of his establishment are such that he is able to supply his type on only one system, whether his customers like it or not. The fable of the fox, who, himself being without a tail, proclaimed the many evils attaching to tails in general, is irresistibly brought to mind.

So far as the Associated Founders are concerned, the truth is that they are in the fortunate position of being able to supply their type upon, practically, any known system which may be required. Moreover, speaking for our own foundry, we have always considered ourselves obliged, as a matter of honour, to furnish sorts and additions to any fount we have at any time supplied, no matter on what inconvenient system or body that fount may have been cast. So far as our immediate convenience is concerned, nothing would suit us better than that our customers should unanimously demand any one system. We have, however, never been in the habit of dictating to customers on what system they should order their founts; and though we naturally advocate the American System as mutually beneficial to both printer and type founder, we are quite content that the general adoption of this system should be brought about by a *process of evolution*, and we are still glad to oblige old friends by supplying old founts on old bodies. While, therefore, not refusing to cater for the wants of old offices, where the difficulties of introducing the Point System are very great, we offer unequalled facilities to the progressive printer, including a large choice of body founts, both Modern and Old Style, complete with italics and all accessories, cast on the American Lining System.

*6 Point.*

## ACTIONS SPEAK MORE LOUDLY THAN WORDS.

THIS SPECIMEN claims attention as showing the first complete Modern series to be produced on Point Line in this country, as our Lining Old Style No. 3 was the first Old Style to be cast on this principle. Progressive printers will not be slow to recognise from such incidents how hollow are the charges of inaction and want of enterprise occasionally levelled in interested quarters against the Associated Houses. It may, however, be well to impress upon the printers of this country that we are not content with *advertising our ability* to supply an odd series of Old Style on American Point Line, but that we are daily supplying all our leading Body Founts, whether Modern or Old Style, on this principle. The 5 Point is exceptionally suitable for tabular matter, such as Railway Time Tables, and an example of its use in this form, in conjunction with 5 Point Lining Bold Latin and Bold Latin Condensed Figures, is appended, and will, it is hoped, be found both useful and suggestive. Attention is invited to the use of the italic figures. These are exceptionally clear and effective, and on this account well suited to the purpose of a Railway Time Table, where it is often desirable to distinguish certain trains from others.

SERVICE BETWEEN SHEFFIELD AND LONDON.

| *Trains leave* | a.m. | a.m. | a.m | a.m. | a.m. | p.m | p.m | p.m | p.m. | p.m. |
|---|---|---|---|---|---|---|---|---|---|---|
| **SHEFFIELD** | **7 45** | **7 45** | **9 12** | **11 14** | **11 44** | **1 50** | *1 57* | **4 0** | **4 16** | **6 14** |
| Worksop ..... | 8 9 | 8 9 | 9 40 | 11 38 | 12 8 | .. | *1 58* | 4 20 | 4 45 | 6 22 |
| Retford ..... | 8 29 | 9 15 | 10 10 | 12 3 | 12 12 | .. | *2 13* | 4 35 | 5 28 | 6 52 |
| Tuxford ..... | .. | 9 26 | .. | 12 14 | 12 23 | .. | *2 37* | .. | 5 29 | .. |
| Dukeries Junc. | 8 40 | 9 29 | .. | .. | 12 11 | .. | .. | .. | 5 35 | .. |
| Carlton ..... | 8 49 | 9 41 | .. | 12 27 | 12 56 | .. | *2 49* | .. | 5 42 | .. |
| **Newark** ..... | **8 59** | **9 54** | **10 33** | **12 38** | **1 9** | **2 21** | *3 23* | **5 9** | **5 53** | **7 20** |
| Claypole ..... | .. | 10 3 | .. | .. | 1 17 | .. | *3 41* | .. | 5 59 | .. |
| Hougham ..... | .. | 10 11 | .. | .. | 1 25 | .. | *3 49* | .. | 6 7 | .. |
| Barkstone .... | .. | 10 16 | .. | .. | 1 35 | .. | *4 1* | .. | 6 15 | .. |
| **Grantham** .. | **9 19** | **10 24** | **10 53** | **12 58** | **1 47** | **3 0** | *4 17* | **5 47** | **6 22** | **7 48** |
| Peterboro' .... | 10 9 | .. | 11 36 | .. | 2 10 | 3 42 | *4 23* | 6 29 | 6 59 | 8 5 |
| Hitchin ..... | 10 50 | .. | .. | .. | 3 1 | 4 16 | *5 16* | .. | 7 43 | 8 51 |
| Hatfield ..... | 11 13 | .. | .. | .. | 3 25 | .. | .. | .. | 8 15 | .. |
| Finsbury Park | 11 37 | .. | .. | .. | 3 48 | 5 7 | *5 49* | 7 53 | 8 35 | 9 40 |
| **LONDON** .... | **11 45** | **12 30** | **1 5** | .. | 3 55 | **5 16** | *6 0* | **6 8** | **6 50** | **9 56** |

* *Runs on Saturdays only during July and August.*

*5 Point.*

# LINING MODERN SERIES No. 16.

12 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, and not from the *exaggerated praise* of the native or the undistinguishing. A.D. 1560.

HISTORY OF THE EMPEROR.

11 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a *true idea of his genius* and abilities is to be collected. He possessed such. A.D. 1560.

HISTORIC REIGN OF THE EMPEROR.

10 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the *undistinguishing censure* of the foreign historians, that an idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character and. A.D. 1560.

HISTORIC REIGN OF THE EMPEROR.

9 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they *prominently mark his character*, and not only distinguish him from all the monarchs who were his contemporaries. A.D. 1560.

HISTORICAL SKETCH OF THE EMPEROR.

8 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only distinguish him from all the monarchs who were his contemporaries, but account for that *superiority over them* he so long maintained. Though he had naturally so little of the martial turn. A.D. 1560.

HISTORIC REIGN OF THE EMPEROR CHARLES.

7 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only distinguish him from all the monarchs who were his contemporaries, but account for that superiority over them he so long maintained. Though he had naturally so little of the martial turn that, during the most ardent and bustling period of life, he *remained in the cabinet inactive*, yet when he chose at length to appear at the head of his armies. A.D. 1560.

HISTORY OF THE REIGN OF THE EMPEROR.

6 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only distinguish him from all the monarchs who were his contemporaries, but account for that superiority over them he so long maintained. Though he had naturally so little of the martial turn that, during the *most ardent and bustling period of life*, he remained in the cabinet inactive, yet when he chose at length to appear at the head of his armies, his mind was so formed for vigorous exertion in every direction, that he acquired such. A.D. 1560.

HISTORICAL REIGN OF THE EMPEROR CHARLES.

5 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only distinguish him from all the monarchs who were his contemporaries, but account for that superiority over them he so long maintained. Though he had naturally so little of the martial turn that, during the most ardent and bustling period of life, he remained in the cabinet inactive, yet when he chose at length to appear at the head of his armies, his mind was so formed for vigorous exertion in every direction, that he acquired such knowledge in the art of war, and such talents for command, as rendered him equal in reputation and success to the most able generals of the age. He was wont to ponder every subject that *demanded his consideration* with a careful and deliberate attention; and dwelling upon it with a serious application, and revolving it in silence within his own breast, he then communicated the matter to his ministers, and after hearing their opinion took his resolution. A.D. 1560.

HISTORIC REIGN OF THE EMPEROR CHARLES THE FIFTH.

PROPERTY OF
London Technical School.

# LINING MODERN SERIES No. 18.

9 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only distinguish him from all the monarchs who were his contemporaries, but account for that superiority over them he so long maintained. Though he had naturally so little of the martial turn that, during the most ardent and bustling period of life, he remained in the cabinet inactive, yet when he chose at length to appear at the head of his armies, his mind was so formed for vigorous exertion in every direction, that he acquired such knowledge in the art of war, and such talents for command, as rendered him equal in reputation and success to the most able generals of the age. He was wont to ponder every subject that *demanded his consideration* with a careful and deliberate attention; and dwelling upon it with a serious application, and revolving it in silence within his own breast, he then communicated the matter to his ministers, and after hearing their opinion. A.D. 1560.

HISTORY OF THE EMPEROR CHARLES.

8 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only distinguish him from all the monarchs who were his contemporaries, but account for that superiority over them he so long maintained. Though he had naturally so little of the martial turn that, during the most ardent and bustling period of life, he remained in the cabinet inactive, yet when he chose at length to appear at the head of his armies, his mind was so formed for vigorous exertion in every direction, that he acquired such knowledge in the art of war, and such talents for command, as rendered him equal in reputation and success to the most able generals of the age. He was wont to ponder every subject that demanded his consideration with a careful and deliberate attention; and dwelling upon it with a serious application, and revolving it in silence within his own breast, he then communicated the matter to his ministers, and after hearing their opinion took his resolution with a decisive firmness which seldom follows such slow and *seemingly hesitating consultations.* His force in execution was not less remarkable than his patience in deliberation, nor did he discover greater sagacity in his choice of the measures which. A.D. 1560.

HISTORY OF THE EMPEROR CHARLES.

7 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only distinguish him from all the monarchs who were his contemporaries, but account for that superiority over them he so long maintained. Though he had naturally so little of the martial turn that, during the most ardent and bustling period of life, he remained in the cabinet inactive, yet when he chose at length to appear at the head of his armies, his mind was so formed for vigorous exertion in every direction, that he acquired such knowledge in the art of war, and such talents for command, as rendered him equal in reputation and success to the most able generals of the age. He was wont to ponder every subject that demanded his consideration with a careful and deliberate attention; and dwelling upon it with a serious application, and revolving it in silence within his own breast, he then communicated the matter to his ministers, and after hearing their opinion took his resolution with a decisive firmness which seldom follows such slow and seemingly hesitating consultations. His force in execution was not less remarkable than his patience in deliberation, nor did he discover greater sagacity in his choice of the measures which it was advisable for him to pursue than fertility of genius in finding out the means for rendering his pursuit of them successful. While others were *ambitious of distinguishing themselves* by all the qualities of an accomplished knight, and endeavoured to imitate the enterprising genius of chivalry in war, as well as its pomp and courtesy during peace, the fame. A.D. 1560.

HISTORY OF THE REIGN OF THE EMPEROR.

6 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only distinguish him from all the monarchs who were his contemporaries, but account for that superiority over them he so long maintained. Though he had naturally so little of the martial turn that, during the most ardent and bustling period of life, he remained in the cabinet inactive, yet when he chose at length to appear at the head of his armies, his mind was so formed for vigorous exertion in every direction, that he acquired such knowledge in the art of war, and such talents for command, as rendered him equal in reputation and success to the most able generals of the age. He was wont to ponder every subject that *demanded his consideration* with a careful and deliberate attention; and dwelling upon it with a serious application, and revolving it in silence within. A.D. 1560.

HISTORICAL REIGN OF THE EMPEROR CHARLES.

SERVICE BETWEEN SHEFFIELD AND LONDON.

| *Trains leave* | A.M. | A.M. | A.M. | A.M. | A.M. | P.M. | P.M. | P.M. | P.M. | P.M. | P.M. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **SHEFFIELD** | **7 45** | **9 12** | **11 14** | **11 44** | **1 50** | *1*51* | **2 32** | **4 0** | **4 16** | **6 10** | |
| Worksop ..... | 8 9 | 9 40 | 11 38 | 12 8 | ... | *1 58* | 2 51 | 4 20 | 4 45 | 6 22 | |
| Retford ..... | 8 29 | 10 10 | 12 3 | 12 12 | ... | *2 13* | 3 10 | 4 35 | 5 28 | 6 55 | |
| Carlton ..... | 8 49 | ... | 12 27 | 12 56 | ... | ... | 3 35 | ... | 5 42 | ... | |
| **Newark** ..... | **8 58** | **10 33** | **12 38** | **1 9** | **2 21** | *3 24* | **3 46** | **5 9** | **5 53** | **7 24** | |
| Claypole ..... | 9 6 | ... | ... | 1 17 | ... | *3 40* | 4 5 | ... | 5 59 | ... | |
| Hougham ..... | 9 15 | ... | ... | 1 25 | ... | *3 48* | 4 16 | ... | 6 7 | ... | |
| **Grantham**..... | **9 18** | **10 53** | **12 58** | **1 47** | **3 0** | *4 17* | **4 29** | **5 47** | **6 22** | **7 46** | |
| Peterboro'..... | 10 9 | 11 36 | ... | 2 10 | 3 42 | *4 23* | ... | 6 29 | 6 59 | 8 2 | |
| Hitchin ..... | 10 50 | ... | ... | 3 14 | 4 16 | ... | ... | ... | 7 43 | 8 51 | |
| Hatfield..... | 10 13 | ... | ... | 3 25 | ... | *5 16* | ... | ... | 8 15 | ... | |
| **LONDON** ..... | **11 45** | **1 5** | ... | **3 55** | **5 16** | *6 0* | **6 47** | **8 6** | **8 50** | **9 58** | |

* *Runs on Saturdays only during July and August.*

# LINING MODERN SERIES No. 20.

12 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, and not from the exaggerated praise of the native or the undistinguishing *censure of foreign historians*, that an idea of his genius and abilities is to be collected. A.D. 1560.

HISTORY OF THE EMPEROR.

11 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or the variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that a true idea of his genius and abilities is to be collected. He possessed *qualities so peculiar* that they prominently mark his character. A.D. 1560.

HISTORY OF THE EMPEROR.

10 POINT.

The Emperor CHARLES THE FIFTH was certainly the first monarch of the age in rank and dignity, and whether we consider the greatness or variety of his undertakings, it must be acknowledged that the part which he acted was the most conspicuous. It is from an attentive observation of his conduct, not from the exaggerated praise of the native or the undistinguishing censure of the foreign historians, that an idea of his genius and abilities is to be collected. He possessed qualities so peculiar that they prominently mark his character, and not only *distinguish him from all the monarchs* who were his contemporaries, but account for that superiority. A.D. 1560.

HISTORIC REIGN OF THE EMPEROR.

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HISTORICAL SKETCH OF THE EMPEROR.

8 POINT.

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HISTORY OF THE EMPEROR CHARLES.

7 POINT.

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HISTORY OF THE REIGN OF THE EMPEROR.

# LINING MODERN SERIES Nos. 16 & 20.

*(For smaller sizes see pages 14 and 16.)*

48 POINT, No. 20.

DISTRICT NOTICE
Election of Guardian

36 POINT, No. 20.

TELEPHONE SYNDICATE
General Meetings in February

30 POINT, No. 20.

NOTICE IS HEREBY GIVEN that in future SPECIAL Meetings of above Companies will be held on *Mondays*

24 POINT, No. 20.

DEPOSIT EMPORIUM
has numerous BRANCHES
for maintaining thorough

24 POINT, No. 16.

BANKING COMPANIES
having many BRANCHES for
maintaining most *thorough*

18 POINT, No. 20.

HOME DEPOSIT BANKS
with numerous BRANCHES in
England for communication
with *principal* merchants in

18 POINT, No. 16.

NORTHERN CREDIT BANKS
having numerous BRANCHES both
in England and America, under-
take *private* communications with

14 POINT No. 20.

PROVINCIAL CREDIT BANKS
have numerous BRANCHES open for
the *convenience* of customers under
superintendents throughout England
and also 2360 Correspondents always

14 POINT, No. 16.

NORTHERN CREDIT EMPORIUM
has numerous BRANCHES established for
*convenience* of Customers under thorough
supervision throughout many commercial
centres and 2680 Correspondents resident

# The Guide for Authors and Printers.

FIVE centuries have now passed since Caxton introduced "the noble mystery and craft" into this country, and during all those years writers and printers in England have been wishing for an authoritative Style Book. Mr. F. Howard Collins has filled the void of centuries. The "Author and Printer," however, is more than a mere style book. It is difficult to coin a title which aptly embraces all that the work contains. English words of difficult or doubtful spelling, words and phrases in foreign languages, contractions, principles of punctuation, notes on grammar, typographical rules, capitalisation—all are included in this remarkable "manual for authors, editors, printers, correctors of the press, compositors, and typists." The publication of this volume is an event of great importance, not only in the history of Printing, but also in that of Language and Literature. Mr. Howard Collins has spent several years in its production. Far from the madding crowd, in his quiet country retreat at Torquay, he has toiled at his task with a devotion worthy of the cause. The heavy burden has at last fallen from him—he has created what no other man has more than attempted.

Mr. F. Howard Collins was born at Edgbaston, Birmingham, in the year 1857. Schooldays, in the ordinary sense of the word, he hardly remembers, as his education was entrusted almost entirely to tutors. Organisation and systematising, it would seem, have always been marked traits of his character; and it is these qualities, combined with unflagging perseverance, that have enabled him to succeed where other men have failed. Until overtaken by a serious illness in 1899, Mr. Collins led a very active life, his holiday pursuits including even Alpine climbing and yachting. The science of navigation, indeed, appealed to him very strongly. Not only has he devised several useful instruments to aid navigation, but he has also written works on the tides of the coasts of Britain, while his analysis (on a new system) of yacht-racing is now an annual feature in the *Field*. Other journals that have had many contributions of his are *Nature* and *The Times*. In 1884 Mr. Howard Collins began his long and intimate acquaintance with the "Synthetic Philosophy" of Herbert Spencer, admiration for it leading him to compile indexes to each work; and with the knowledge thus gained commenced, with Mr. Spencer's approval, the "Epitome of the Synthetic Philosophy of Herbert Spencer." This work, which is now in its fifth English edition, embraces the whole of the Philosophy, as finally revised by Mr. Spencer before his death. An American edition has been printed, and it has also been translated into French, German, Russian, and Austro-Hungarian. All his works are well known and highly valued.

## PLANING A FORME.

NEARLY every reference to the operation of planing a forme emphasises the need to be "gentle"; but rarely, if ever, do we encounter a remark about the differences existing in formes as regards planing. Perhaps the fear of being misunderstood deters instructors from suggesting that there are occasions when a little more power is required than the "gentle tapping" so often enjoined. To speak of planing a forme as an art will conjure up a smile in many quarters. The office wag may retort that it cannot be the "art *preservative*," while the man whose frame is next the stone will express his appreciation in his own way. Nevertheless, planing a forme is an art, to which a little more consideration than is generally given will yield ample repayment.

There is as great a difference in the requirements of various formes as in the conduct of those who handle mallet and planer. A blow which, in one case, would break off all the kerned sorts or print fine rules on the face of the planer, would do no harm and be quite necessary on another forme; while a stroke which would be effective on an octavo circular would be utterly useless in other circumstances. What is the use of teaching a youth to "gently tap the planer," if he sees a frequent exhibition of qualities which might do credit to a village blacksmith? Example is far more potent than precept, but a youth may easily err in trying to follow example without some word of explanation. Hence these notes are addressed to the juniors. To prevent misunderstanding it may be emphasised that we do not advise that Indian clubs and dumb bells be discarded in favour of exercises with a mallet. The immediate object of this article is to make clear the folly of "laying on" in some instances and the necessity in others.

A printing surface requires such a fine degree of accuracy that the units comprising a forme need to be forcibly reduced to a perfect level. Particles of dust and dirt and varieties of compression in a stick or on a galley conspire to raise some of the characters above the normal height, and the most satisfactory way to remedy this defect is to apply sufficient pressure to a planer or smoother laid upon the face of the forme. Care should be taken that the planer is quite true and clean. When the planer is frequently used on inked formes, and the ink allowed to dry, a sticky accumulation forms on the face, much to the detriment of small type. Unless the face of the planer is clean, true and reasonably hard, it cannot do the work for which it was originally designed.

VERNON POSSNETT.

## IN CASE OF FIRE.

As the best reply to a correspondent who is anxious to know how he stands in the event of fire on his premises, we may re-quote from the information supplied by the Master Printers' Association:—

1. A printer is not liable for the loss or injury to his customers' goods arising from accidental fire during the period of his having custody of the goods, including the time during which they are in use for work in progress.
2. A printer's liability for loss of or damage to goods whilst warehousing them, caused by robbery, damp, vermin, etc., does not differ from his liability in the case of loss or injury from fire.
3. The attention of customers is especially drawn to the fact that their property is liable to injury or destruction from numerous causes, and under circumstances in which the consequent loss would not fall upon the printer. These risks are now undertaken by insurance offices either directly or through the trade.
4. Customers' goods generally consist of paper, electro, stereo, and other plates, wood or other blocks, completed work, the value of the re-composition of standing type (the type itself being the property of the printer), and the value of drawings upon stone, etc.

*Magazine Page set in Lining Old Style No. 2—10 Point, 8 Point, and 6 Point; Headlines in Lining Westminster Old Style.*

# Printing in Russia.

AT a time when attention is constantly being directed to the land which bulks so large in the map of Europe, something concerning the conditions attendant on the exercise of the craft of printing amongst its people will be appropriate. An American contemporary states that from the moment a Russian subject petitions the Czar's Government, through the Minister of the Interior, for a concession to conduct either a printing or publishing business, he is subject to the most galling regulations, restrictions and surveillance that the Muscovite mind is capable of conceiving. A most searching enquiry is made by the secret police into the antecedents of the applicant, and if it is found that the slightest suspicion was ever entertained as to the loyalty of any member of the family, this fact is held to be sufficient reason for a peremptory refusal of the concession, even though the life record of the applicant may have been beyond reproach from an official standpoint. The policy of the Russian Government is restrictive in the extreme. Publicity and the dissemination of progressive ideas are most strictly tabooed, and as a precaution, the Government exercises complete control over *every printing office and typefoundry* throughout the empire, and neither of these establishments can be opened without first securing very special authorisation, which each year is becoming more and more difficult to obtain.

The Minister of the Interior, next to the Czar the most powerful official in Russia, has absolute sway in the matter of granting petitions, and he may render his decision when he sees fit, and it is no uncommon occurrence for the petition to find a final resting place in an obscure pigeon hole, the applicant having to await this official's pleasure. An appeal would be worse than useless. Should the printer be so fortunate as to obtain the concession, the

EXCEEDINGLY HEAVY RESPONSIBILITIES

that accompany it and the resistive censorship that fetters his every action, and his helpless dependence upon a number of venal officials devoid of scruples of any kind, are sufficient to crush out much of the enterprise with which he may have originally been endowed.

## MODERN DISPLAY.

A REPUTATION for artistic printing of an advanced class is probably the most valuable asset that any printing firm can possess. It is only to be gained by truly consistent work—far above the ordinary. Many firms have laid themselves out for this particular branch of the trade with more or less success. The greatest difficulty to contend with lies in making the work pay.

In the production of high-class printing there can be no time limit, either for composition or machine. Time is a secondary consideration, the primary object being an excellent result; naturally this increases the estimate difficulty. Many printers complain that their clients will not pay a fair price for jobs of this description, therefore they cannot afford to experiment; they want good ordinary work—jobs that will pay.

But the printer who intends to specialise in art work should not be discouraged with this view, for customers are beginning to realise that good printing can go into any society. He must make his own trade. In order to do this it is necessary to produce in the smartest possible manner, according to his resources, some *original up-to-date ideas in the way of advertising;* something that stands out amongst everyday ordinary stuff, and speaks for itself. When he has sufficient examples ready, post them to prospective customers, together with prices for various quantities. He cannot expect to drive home the nail the first blow, but he can follow up the first despatch with a second example, and so on, until he hears from the recipient. Of course, all this means sinking a little capital, yet in the end may prove a profitable investment.

The latest demand on our craft is that of writing copy for customers. This was left in the hands of outsiders for some considerable time, but the modern printer has awakened to the fact that there is money in it. The man who has the ability to make type talk, should at least have a good idea of how to put together good forcible advertising matter.

R. WORTHINGTON.

## Sheffield Typographia.

THE Sheffield Printing and Kindred Trades Technical Classes commenced the new session by a lecture from Mr. A. W. Morris, entitled "Four Centuries' Progress in the Realms of Typography," on Saturday, October 1st, 1904. This lecture is a counterpart of that already delivered by Mr. Morris so successfully in London and various other centres, and was much appreciated by the large attendance of members.

THE list of lectures for the session 1904-5 is as follows:—

Nov. 2.—Modern Designs Applied.—Mr. W. SLINN.
Nov. 16.—Algraphy, Practical Demonstration.—Mr. MORRISS.
Nov. 30.—The Development of Illustration.—Mr. W. BOOKER.
Dec. 14.—How to Succeed as a Display Compositor.—Mr. BLACKSHAW.
Jan. 18.—Modern Methods in the Caseroom.—Mr. SAMBROOK.
Feb. 15.—Technical Education as Applied to the Printing Craft.—Mr. G. J. BELTON.
Feb. 22.—The Modern Development of the Art of Printing.—Mr. W. J. EADES.
Mar. 1.—Progress of Lithography.—Mr. F. K. COOPER.
Mar. 15.—Process Block Making.—Mr. W. J. BATES.

*Magazine Page set in Lining Old Style No. 3—10 Point, 8 Point, and 6 Point; Headlines in Lining Windsor.*

# NEWSPAPER FOUNTS AND HEADING TYPES.

## THE NORTHERN DAILY

# FOREIGN NEWS.

### German Financial Press and New Russian Loan.

### THE NEUTRALITY OF CHINA.

### ARBITRATION AND PEACE.

Statements which seem to reflect the views of parties interested in the successful flotation of the new Russian loan are published in the financial Press, with the admitted object of reassuring the German public regarding the absolute security of the new issue as an investment. The statements are introduced by an ostensibly unreserved confession of the difficulties and dangers with which the State and the Government of Russia are confronted both at home and abroad. It is admitted that the war with Japan has hitherto consisted of

9 Point Lining No. 17.

# SECONDARY EDUCATION.

### THE NATIONAL FEDERATION OF HEAD TEACHERS AT CAMBRIDGE.

The eighth annual conference of the National Federation of Head Teachers' Associations was opened at Cambridge yesterday afternoon, and was well attended, about eighty representatives being present. In their report the council congratulated the federation upon the increase in membership, which far exceeded that of any previous year. There are now 47 associations, consisting of 4000 head teachers, the increase being due partly to the fact that many associations had opened their doors to admit colleagues from the non-provided schools.

THE PRESIDENTIAL ADDRESS.

The new President, in his address, said that nobody who was interested in education could view the present dearth of teachers with equanimity. The federation regarded it with much fear and trembling for the immediate future of the schools, and in London some believed that the calamity was upon them. It was of no use to say that in 15 years' time there would be a great many unemployed teachers, because how is that going to affect the present state of affairs

8 Point Lining No. 17.

# THE PICTURE GALLERIES.

### Special Preliminary Notice of the Watts Display at Burlington House.

Again, as in the case of Leighton and Millais, the death of a great artist has suggested to the Royal Academy to interrupt the regular series of Old Masters Exhibitions and to present instead a representative collection of works of the painter whose loss all are mourning; and again as in the two other cases, the result is astonishing. Twice before, indeed, at the Grosvenor and at the New Gallery, Mr. Watts's pictures have been collected in large numbers; but in neither case was the show so complete and overwhelming as that which will be open to the public on Monday at Burlington House. From one point of view it is almost

EDUCATION AT HOME AND ABROAD. Messrs. HARRISON & Co. having an intimate knowledge of the BEST SCHOOLS and TUTORS in this Country and on the Continent, will be pleased to aid parents in their selection by sending prospectuses and particulars (free of charge) of reliable and highly recommended Establishments.—HARRISON & Co., Educational Agents, Cannon-street, London, E.C.

NOTICE to EXECUTORS and OTHERS. HENRY LEARMONT & Co., 37 Piccadilly, and 140 Strand, Booksellers, PURCHASE LIBRARIES or smaller collections of books in town or country, and give the utmost value in cash. Experienced valuers sent. Removals without trouble or expense to vendors. VALUATIONS FOR PROBATE. Estd. 1816.

7 and 6 Point Lining No. 17.

*Headings set in Lining Bold Latin Condensed; running Headline in 12 Point Lining Titling No. 9. Other styles of Headings submitted as requested.*

## THE NORTHERN DAILY

# FOREIGN NEWS.

### German Financial Press on New Russian Loan.

### NEUTRALITY OF CHINA.

### ARBITRATION and PEACE

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9 Point Lining No. 16.

# HIGHER EDUCATION.

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THE PRESIDENTIAL ADDRESS.

The new President, in his Address, said that nobody who was interested in education could look upon the present dearth of teachers with equanimity. The federation viewed it with much fear and trembling for the immediate future of the schools, and in London some believed that the calamity was upon them. It was of no use to say that in 15 years' time there would be many an unemployed young teacher, because how does that affect the present? Teachers they must have in great numbers, and they must keep them, but to

8 Point Lining No. 16.

# THE PICTURE GALLERIES.

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*Headings set in Lining Grotesque No. 6; running Headline in 12 Point Lining Titling No. 6. Other styles of Headings submitted as requested.*

# THE NORTHERN DAILY

## FOREIGN AFFAIRS.

### German Financial Press and the New Russian Loan.

### THE NEUTRALITY OF CHINA.

### DESPATCHES FROM THE FRONT.

Statements which seem to reflect the views of the parties interested in a successful flotation of the new Russian loan are published in the financial Press, with the object of reassuring the German public regarding the absolute security of the new issue as an investment. The statements are introduced by an ostensibly unreserved confession of the difficulties with which the State and the Government of Russia are confronted both at home and abroad. It is admitted that

9 Point Lining No. 20.

## SECONDARY EDUCATION.

### NATIONAL FEDERATION OF HEAD TEACHERS CONFERENCE AT CAMBRIDGE.

The Annual Conference of the National Federation of Head Teachers' Associations was opened at Cambridge yesterday afternoon, and was well attended, about eighty representatives being present. The council in their report heartily congratulated the federation upon the increased membership, which exceeded that of any previous year. There are now 47 associations, consisting of 4000 head teachers, the increase being due partly to the fact that many associations had opened their doors to admit colleagues from the non-provided schools.

THE PRESIDENTIAL ADDRESS.

The new President, in the course of his address, said that nobody who was interested in education could view the present dearth of teachers with equanimity. The federation regarded it with much fear and trembling for the immediate future of the schools, and in London some believed that the calamity was upon them. It was of no use to say that in 15 years' time there would

8 Point Lining No. 20.

## LONDON PICTURE GALLERIES.

### Special Preliminary Description of the Watts Display at Burlington House.

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7 Point Lining No. 20.

*Headings set in Lining Metropole Condensed; running Headline in 12 Point Lining Titling No. 2. Other styles of Headings submitted as requested.*

# THE NORTHERN DAILY

## FOREIGN AFFAIRS.

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9 Point Lining No. 18.

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8 Point Lining No. 18.

## LONDON PICTURE GALLERIES.

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*AMERICAN POINT SYSTEM.*

10 POINT.

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*AMERICAN POINT LINE SYSTEM.*

9 POINT.

*The Directors are prepared to purchase the interest in any Policy granted by the Society, should the person in whom the interest may be vested wish to sell the same. £1234567890.*

*CAST ON AMERICAN POINT LINE.*

8 POINT.

*The Directors are prepared to purchase the interest in Policies granted by the Society, should the persons in whom the interest may be vested wish to sell the same after the lapse of five years. £1234567890.*

*CAST TO CORRECT AMERICAN STANDARD.*

7 POINT.

*The Directors are prepared to purchase the interest in any Policies granted by the Society, should the persons in whom the interest may be vested wish to sell the same, premiums having been paid for five years. £1234567890.*

*CAST TO CORRECT AMERICAN STANDARD.*

6 POINT.

*The Directors are prepared to purchase the interest in any Policies granted by the Society, should the persons in whom the interest may be vested wish to sell the same, on condition that premiums have been paid for five years. £1234567890.*

*CAST TO CORRECT AMERICAN STANDARD.*

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PERFORMANCES DURING MARCH

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**RESIDENCES IN DORCHESTER**

30 A. 12 POINT, No. 10. About 4 lb.

MANUFACTURES FROM BIRMINGHAM

34 A. 12 POINT, No. 9. About 4 lb.

PARLIAMENT AND NATIONAL FINANCE

34 A. 10 POINT, No. 10. About 3 lb.

LABOUR SAVING FACES FOR PRINTERS

40 A. 10 POINT, No. 9. About 3 lb.

FURNISH ON AMERICAN POINT LINING SYSTEM

## LINING TITLING, No. 6.

Cast as Newspaper Initials to line at head with body founts when so ordered; otherwise supplied on Point Title Line.

16 A. 24 POINT. About 8 lb.

MOUNTAINS

20 A. 20 POINT. About 7 lb.

PHOTOGRAPH

26 A. 16 POINT. About 6 lb.

MEDICAL NOTES

28 A. 12 POINT. About 4 lb.

POINT LINE SYSTEM
MODERN REFORM

16 A. 22 POINT. About 7 lb.

HOUSEMAID

26 A. 18 POINT. About 7 lb.

FIRST REPORTS

26 A. 14 POINT. About 5 lb.

EVENING CONCERT

32 A. 10 POINT. About 3 lb.

WORCESTER CATHEDRAL
SERVICES FOR 1906.

## LINING TITLING, No. 8.

Cast as Newspaper Initials to line at head with body founts when so ordered; otherwise supplied on Point Title Line.

16 A. 24 POINT. About 8 lb.

MARINERS

20 A. 20 POINT. About 6½ lb.

PERIODICAL

18 A. 16 POINT. About 5½ lb.

BRITISH HORSE

26 A. 12 POINT. About 4 lb.

ENGLISH PRINTERS
REPEAT ORDERS

16 A. 22 POINT. About 7 lb.

RESIDENCE

20 A. 18 POINT. About 6 lb.

PRODUCTIONS

24 A. 14 POINT. About 5½ lb.

PARISH REGISTER

26 A. 10 POINT. About 3 lb.

RECEIPTS FOR MARCH
AMOUNT TO £680.

## LINING TITLING CONDENSED, No. 2.

12 A. 36 POINT. About 10½ lb.

DISCOURSE

20 A. 24 POINT. About 8 lb.

BEDFORDSHIRE

28 A. 20 POINT. About 6½ lb.

FOREIGN MERCHANTS

32 A. 16 POINT. About 5 lb.

STEPHENSON, BLAKE & Co.

36 A. 12 POINT. About 3 lb.

FURNISH WITH POINT LINE TYPE

56 A. 8 POINT. About 2 lb.

DICTIONARY OF DISTINGUISHED STATESMEN

AMERICAN PAINTERS AND SCULPTORS

18 A. 30 POINT. About 9 lb.

MANCHESTER

24 A. 22 POINT. About 7½ lb.

THOROUGHFARES

30 A. 18 POINT. About 6 lb.

PRACTICE OF MEDICINE

34 A. 14 POINT. About 4 lb.

TOPOGRAPHY OF SHROPSHIRE

40 A. 10 POINT. About 2½ lb.

EDITED AND COMPILED BY EXPERTS

50 A. 6 POINT. About 1 lb.

REMINISCENCES AND ANECDOTES OF FAMOUS SOLDIERS

BIOGRAPHICAL NOTICES AND PORTRAITURE, 1830.

## LINING TITLING, No. 7.

22 A. 20 POINT. About 6½ lb.

FRONTISPIECES

26 A. 16 POINT. About 5 lb.

MODERN RESEARCH

32 A. 12 POINT. About 3½ lb.

PROBLEMS IN GEOMETRY

28 A. 18 POINT. About 6 lb.

CHURCH REPORT

28 A. 14 POINT. About 4 lb.

MILITARY CAMPAIGNS

48 A. 10 POINT. About 3 lb.

SPECIMENS PRINTED IN 1908.

## LINING OLD ROMAN.

10 A. 36 POINT. About 10 lb.

MONARCHIES

18 A. 24 POINT. About 8 lb.

FRENCH PUBLISHER

24 A. 18 POINT. About 6 lb.

STEPHENSON, BLAKE & Co.

32 A. 12 POINT. About 4 lb.

LECTURES ON EGYPTIAN LITERATURE

## LINING OLD STYLE TITLING.

10 A. 30 POINT. About 8½ lb.

PARIS MODELS

14 A. 24 POINT. About 7 lb.

MONTHLY REPORTS

22 A. 18 POINT. About 6 lb.

THE SHEFFIELD HOUSE

26 A. 14 POINT. About 5 lb.

FAMOUS AMERICAN PRINTERS

32 A. 12 POINT. About 4 lb.

LABOUR SAVING POINT LINE SYSTEM

# DISPLAY BOOK LETTER

The various Series of Display Book Letter included
in this Section are sold at ordinary Book Letter
Rates when supplied in Founts of 120 lb.
and upwards, including spaces and
quads. Smaller weights, letter
only (with spaces and quads
at space and quad price)
are charged at the
same rate as
Antiques,
Etc.

STEPHENSON, BLAKE & CO.
and
SIR CHARLES REED & SONS

Foundry: Sheffield. London: 33 Aldersgate St.

Set in Lining Hallamshire Old Style.

# HALLAMSHIRE OLD STYLE.

REGISTERED
Nos. 425811-2.

STEPHENSON, BLAKE & Co. have much pleasure in submitting this Specimen of Lining Hallamshire Old Style, which will appeal to the Printer as being suitable for either Book or Display Work. The character has been designed to meet the demand for quaintness, combined with bold and striking effect, so fashionable in present-day printing of every description.

*18 Point.*

26 HISTORY OF HALLAMSHIRE.

Where is now collected a numerous and active population was anciently a deep solitude, the silence of which was broken only by the rivers pouring their waters in natural cascades through the woodland scenery, and by the cries of wild animals.

Who was the first to raise the axe amongst the forests of Hallamshire, or who first established himself and his family in one of its romantic valleys, it is in vain now to attempt to recover. England boasts to have more and better early native historians than any other country of what may be called modern Europe; and yet we are seldom able to fix, with certainty, the era of the foundation of our cities and towns, much obscurity rests upon the ancient topographical divisions of our country, and even upon many important points of its general polity and history.

Direct historical evidence is wholly wanting: and if from a few existing remains of the ante-Norman period of our history, and by deduction from the view given of

*12 Point.*

*14 Point.*

**HINTS ON DISPLAY.** How few compositors recognise the true scope of their art in the meaning of the word, which is the putting together of materials provided by type founders. They are not, and should not endeavour to be, engravers or brass rule finishers. How few comprehend the value of relieving white space about lines of type or cuts. How many times has an elaborately constructed bit of decorative composition, on which the compositor had spent a day, been reset in simpler style to the customer's greater satisfaction in less than half the time. It is comforting to know that filed and twisted brass rules are now out of fashion, and supplanted by flat-faced rules that are cut to join accurately, and to be subdivided in panels of appropriate sizes.

PREFACE TO PANTOGRAPHIA

SOME of the ancients who embraced the Atomic philosophy of Epicurus, and some moderns of very high rank in the republic of letters, think language was the offspring of human invention, after men had lived long enough in a state of society, to perceive the insufficiency of inarticulate cries and gestures to express the increased variety and precision of their ideas. It being thus evident that there is no instinctive, articulate language, it has become an inquiry of some importance, how mankind were first induced to fabricate articulate sounds, and to employ them for the purpose of communicating their thoughts. Children learn to speak by insensible imitation; and, when advanced some years in life, study foreign languages under proper instructors: but the first men had no speakers to imitate, no formed language to study: by what means they learned to articulate becomes a question on which, I apprehend, only two opinions can be formed. Either language must have been originally revealed from Heaven, or be the fruit of human industry. The greater part of the

*6 Point Hallamshire Old Style.*

THE ORIGIN OF LANGUAGES

*12 Point Hallamshire Old Style.*

INTRODUCTORY CHAPTER.

FOR four centuries the noise of controversy has raged around the cradle of Typography. Volumes have been written, lives have been spent, fortunes have been wasted, communities have been stirred, societies have been organised, a literature has been developed, to find an answer to that famous triple question: When, where, and by whom was found out the unspeakably useful art of printing books? And yet the world to-day is little nearer a finite answer to this question than it was when Ulric Zel indited that memorable narrative to the Cologne Chronicle in 1499. Indeed, the dust

*10 Point Hallamshire Old Style.*

80 THOMAS CHIPPENDALE.

The earliest of the best-known men of the eighteenth century was Thomas Chippendale. How familiar the name sounds! In point of fact it has become quite a household word. Throughout the United Kingdom everyone with any pretensions to the remotest knowledge of furniture knows this famous master by repute. He is considered by those able to judge as the "King of Designers," in spite of the scathing criticism to the contrary against some of his styles, by his successor—the great Sheraton to wit—who regarded his designs as obsolete. Time has, however, proved entirely different. Thomas Chippendale has been avenged since the Renaissance occurred in the latter half of the nineteenth century, and he stands out to-day second to none in his own particular style, to which he gave his name. The record prices obtained for his finest productions at the present day are a striking proof of this.

Chippendale, the date of whose birth is unknown, was of a Worcestershire family, and his father came to London at the beginning of the eighteenth century. He describes himself in 1752 as a cabinet maker and upholsterer, of St. Martin's Lane (in those days an aristocratic quarter of London); and it is worthy of note that No. 60 of this well-known thoroughfare, where the quaintly carved stone doorway existed until quite recently, formed the entrance to his premises, consisting of his dwelling-house, shop, workshops and timber yard. Here Chippendale and his

Hartley Coleridge.

XLVII.

NOT IN VAIN.

Let me not deem that I was made in vain,
  Or that my being was an accident
  Which Fate, in working its sublime intent,
Not wished to be, to hinder would not deign.
Each drop uncounted in a storm of rain
  Hath its own mission, and is duly sent
  To its own leaf or blade, not idly spent
'Mid myriad dimples on the shipless main.
The very shadow of an insect's wing,
  For which the violet cared not while it stayed
Yet felt the lighter for its vanishing,
  Proved that the sun was shining by its shade.
Then can a drop of the eternal spring,
  Shadow of living lights, in vain be made?

*8 Point Hallamshire Old Style*

Published Monthly.

# The Typographer

## A Journal for Young Printers

JANUARY
1907

Office of The Technical Institute,
130 Gresham Street, London.
Henry Donaldson, Editor and Instructor.

## New Dishes

Suitable for the Mansion or the Cottage. Compiled by Miss Edith Stanhope.

Issued gratis with the Compliments of The Rational Association, Nile Street, Glasgow.

TIC RECITALS
MISS JANE DRAYTON

VEN AT THE ST. JAMES'S HALL
ST 18th, 1907. ADMIT ONE

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# Stephenson, Blake & Co.

LETTER FOUNDERS

Manufacturers of Brass Rule and Material

SHEFFIELD AND LONDON

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING HALLAMSHIRE OLD STYLE.

Job Fount, 7 A, 14 a. 48 POINT. About 25 lb.

## Stephenson, Blake & Co.

Job Fount, 5 A, 8 a. 72 POINT. About 33 lb.

## Cast ALL Faces

Job Ft., 24 A, 50 a. 24 POINT. About 18 lb.

The Hallamshire series is cast Point Body, Line & Set

Job Ft., 50 A, 100 a. 14 POINT. About 13 lb.

The Hallamshire Old Style gives great legibility when set solid, as in these paragraphs, thus dispensing with leading.

Job Ft., 70 A, 136 a. 10 POINT. About 10 lb.

The Hallamshire Old Style Series is suitable for News Advertisements, its unique characteristics being attractive, COMMANDING ATTENTION.

PRICES.

This Series, and also the others shown in the Display Book Letter Section, are sold at the ordinary Book Letter Rates when supplied in Founts of 120 lb. and upwards, (with spaces and quads included). Smaller weights, letter only (with spaces and quads at space and quad price), charged at Antique Rates.

Job Ft., 36 A, 74 a. 18 POINT. About 15 lb.

The Hallamshire Old Style well exemplifies the fashion of the day

Job Ft., 60 A, 125 a. 12 POINT. About 12 lb.

The Hallamshire Old Style Series can readily be supplied by most of OUR COLONIAL AGENTS

Job Ft., 100 A, 196 a. 8 POINT. About 8 lb.

The Hallamshire Old Style Series is sold at prices which will enable Printers, who are lovers of the antique, to avail themselves of its pleasing features for Book Work, without pecuniary sacrifice on the part of either themselves or their clients.

Job Ft., 100 A, 200 a. 6 POINT. About 5 lb.

The Hallamshire Old Style Series is a Genuine Old Style, showing remarkable clearness even in this 6 Point size, and will be found very useful in various kinds of General Jobbing HIGHLY STRIKING IN ARTISTIC DISPLAY.

Job Fount, 10 A, 22 a. 36 POINT. About 21 lb.

## On the American Lining System.

Job Fount, 5 A, 8 a. 60 POINT. About 26 lb.

## Study Economy

Job Fount, 16 A, 34 a. 30 POINT. About 20 lb.

## The American Method at British Prices.

# LINING BOOKLET.

STEPHENSON, BLAKE & Co. desire to call attention to the BOOKLET Series, which is introduced to provide *an elegant and attractive type* for the highest class of Bookwork, Pamphlets, Reports, Price Lists, detailed Catalogues, and Booklets.

12 Point. Job Fount, 48 A, 100 a; about 12 lb.

## *THE USES OF THE BOOKLET SERIES.*

SINCE its first introduction as a tasteful and refined "Booklet" type, this Series has developed into popular favour as a most useful and attractive letter for bookwork, for which its clear and elegant cut, its open and legible appearance, and its great cleanness and durability in wear eminently qualify it. Being provided with full equipment of SMALL CAPITALS, *italics*, and all details necessary for book founts, it has been largely adopted by some of the most important houses both in London and the provinces for high class book and magazine printing with very gratifying results, its use for such purposes having given the greatest satisfaction. To meet this condition of things, the prices have been arranged so that while for ordinary jobbing and display purposes small founts are supplied at the usual prices charged for Antiques and similar faces, large founts, such as are required for book and magazine printing, are priced at the same rates as *ordinary roman body founts*—as shown in current Price List. These rates apply also to the various series included in this section of the Specimen Book.

10 Point. Job Fount, 70 A, 136 a; about 10 lb.

*STEPHENSON, BLAKE & CO.*

## CROWN ASSURANCE SOCIETY.

*ESTABLISHED 1709.*

THE CROWN ASSURANCE SOCIETY is one of the oldest institutions of its kind in the United Kingdom, having been founded in 1709. At first the Society transacted Fire Insurance business only, but from 1824 its operations have been extended to Life Assurance. The Society has been in existence for nearly two hundred years, and throughout that period has grown in usefulness and in reputation for financial soundness and liberality.

Total Subscribed Capital ... £500,000.
Total Paid up Capital ... ... £230,000.
Funds to Dec. 31, 1903 ... ...£3,896,714.

*DIRECTORS.*

*Chairman:* WALTER MACREDY, Esq., J.P., M.P.
*Deputy-Chairman:* Right Hon. GUTHRIE MOSS.
Sir JAMES WHITTAKER, Bart.
Sir THOMAS GRIGSON, M.P.
AUSTIN RICHARD HENDERSON, Esq.
FREDERICK B. PUTNAM, Esq.

6 Point. Job Fount, 77 A, 162 a; about 5 lb.

## *HOLIDAY RESORTS.*

JERSEY is probably the most important of the Channel Islands, and visitors might spend at least a month there without exhausting its many points of interest. The climate is equal to any in Europe, whilst its record of sunshine is unsurpassed anywhere in the British Isles. As he approaches St. Helier's, the attention of the visitor cannot fail to be attracted by that very interesting pile of masonry, Elizabeth Castle, which was erected by Sir Walter Raleigh upon a shoal of rocks to protect the entrance to the port—but which now can only be regarded as useful for garrison purposes. Another equally prominent object, Mount Orgueil Castle, stands out very conspicuously near Gorey, situated on the eastern side of the island—though, like Elizabeth Castle, it is no longer looked upon as a fortification. There are several first-class hotels, boarding houses and lodgings, and there is plenty of amusement thoughout the summer months. Passengers who prefer to go first to either Guernsey or Jersey may do so if they wish, but in fine weather it is considered more convenient to continue the outward journey to St. Helier's, so as to arrive in time for dinner. Throughout the summer excursions are made almost daily to Alderney, Sark and Herm. Sark has the reputation of having once been the abode of pirates.

GUERNSEY is 198 miles from Waterloo, 119 miles from Southampton, 30 miles north-west of Jersey, and is the first of the Channel Islands reached when sailing from England. Never excessively hot in summer nor severely cold in winter, the climate is so healthy that many English families have made their *permanent place of residence* in Guernsey, and they are as enthusiastic in praising its advantages as are the great number of tourists who flock to its shores regularly each summer. St. Peter Port, the principal town of the island, has provided three separate bathing places which have no equal on the British coast

Job Fount, 75 A, 150 a; about 8 lb. 8 Point.

ALICE MEADOWS,
VIOLINIST.

*25 Portman Square, W.*

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING BOOKLET ITALIC.

26 A, 160 a. 12 POINT. About 12 lb.

*PICTORIAL DESCRIPTIONS having become popular among various classes of students in*

28 A, 162 a. 10 POINT. About 10 lb.

*THERE ARE THOSE WHO DELIGHT to master the processes of photography and find greater pleasure in producing*

30 A, 188 a. 8 POINT. About 8 lb.

*NUMBERS OF THESE WORKERS SELDOM get results, as we usually understand the term, contenting themselves with making technically perfect negatives, from which they promise to*

36 A, 224 a. 6 POINT. About 5 lb.

*ARCHITECTURAL STUDIES SOMETIMES PRESENT considerable difficulties, though usually they are neither so formidable nor so numerous but that any determined photographer can master them should the necessity arise*

*SABLE COATS.* *MILLINERY.*

*GRAHAM & ROBINSON have the pleasure to announce that their Showrooms are now freely supplied with Novelties suitable for the Winter Season.*

*COSTUMES.* *RIDING HABITS.*

*Telephone: 9483 East.* *Telegrams: "Exchan*

*THE NATIONAL EM*

*Manufacturers and Wholesale Dealers in Artists' Sund*

*49-58 CORONET SQUARE*

*LONDON, E.C.*

MR. S. GRAINGER, *Representative.*

*LETTER FOUNDRY, SHEFFIELD, and 33 ALDERSGATE STREET, LONDON.*

*We have pleasure in submitting this Specimen of Booklet Italic, which will appeal to Printers as being suitable for work of a refined character, used either alone or in conjunction with our*

POPULAR BOOKLET ROMAN

*SHOWN ON PRECEDING PAGE.*

*Both series are cast on the American Lining System, and we venture to think they will form a useful and exceedingly attractive addition to the equipment of a modern printing office.*

*STEPHENSON, BLAKE & Co.*

*PROGRAMME OF MUSIC.*

WEDNESDAY, JUNE 10th.

| | | | |
|---|---|---|---|
| 1 | *March of the Peers* | Iolanthe | *Sullivan* |
| 2 | *Overture* | Les Sirènes | *Auber* |
| 3 | *Selection* | Lohengrin | *Wagner* |
| 4 | *Two Hungarian Dances* | | *Brahms* |
| 5 | *Morceau Mignon* | Salut d'Amour | *Elgar* |
| 6 | *Selection* | The Bohemian Girl | *Balfe* |
| 7 | *Two Songs without Words* | | *Mendelssohn* |
| 8 | *Ballet Music* | Faust | *Gounod* |
| 9 | *Duet* | Lo! Here the gentle Lark | *Bishop* |
| 10 | *Nocturne* | The Turkish Patrol | *Michaelis* |
| 11 | *Three Dances* | Henry VIII | *German* |
| | | Morris Dance Shepherds' Dance Torch Dance | |
| 12 | *Reminiscences of all Nations* | | *arranged by Godfrey* |
| 13 | *Intermezzo* | Cavalleria Rusticana | *Mascagni* |
| 14 | *Selection* | Patience | *Sullivan* |
| 15 | *Coronation March* | Le Prophète | *Meyerbeer* |

*"GOD SAVE THE KING."*

*he Kindest of Thoughts*

*and all Good Wishes*

*hristmas and the New Year,*

*from*

*rs. NEIL HOPKINS.*

*GE,*
*RCESTER.* *Christmas, 1908.*

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING ANTIQUE OLD STYLE, No. 2

and LINING ANTIQUE ROMAN (see footnote).

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5 A, 10 a. 48 POINT. About 23 lb.

# MANCHESTER Borough Elections

9 A, 16 a. 36 POINT. About 21 lb.

# ELECTION NOTICES for the Northern District

14 A, 32 a. 30 POINT. About 21 lb.

ELECTRIC POWER COMPANY has Branch Establishments for the convenience of Customers 234567890

18 A, 40 a. 24 POINT. About 17 lb.

NEWINGTON SUPPLY ASSOCIATION High commercial and financial reputation has secured the thoroughly independent valuation

24 A, 50 a. 18 POINT. About 14 lb.

NORTHERN COUNTIES INSURANCE COMPANY The Directors have gratification in announcing that the profits of the year amount to £305,916. This remarkable

---

This series of **Lining Antique Old Style, No. 2** has been shown in recent Specimen Books under the title of **Lining Antique Roman**, with the following sorts (in the style here printed), namely—**E W e** in 24 and 30 Point, and **E F M W e r s y** in 6, 8, 10, 12 and 18 Point—substituted for the corresponding letters used in the present Specimen. In all other respects the series are identical. The Lining Antique Roman sorts will not be supplied with Founts unless specially ordered.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

*12 Point* 48 A, 100 a; about 12 lb.

## LINING ANTIQUE OLD STYLE, No. 2

and LINING ANTIQUE ROMAN (see note on page 108).

WHENCE it cometh to this, SANCHO, replied his master, it is highly needful for a knight errant to wander about seeking adventures; that by achieving some he might acquire such fame and renown, that, when he comes to the court of some great monarch, he shall be known by his works beforehand; and scarcely shall the boys see him

### READINGS FROM MICHAEL.

WHENCE it comes to this, Sancho, said his master, it is highly needful for a knight errant to go about in search of adventures; that by achieving some he might acquire such fame and renown, so that, when he comes to the court of some great monarch, he shall be known by his works beforehand; and scarcely shall the boys see him enter the gates of the city, but they shall all follow and surround him, crying aloud, This is the knight of the sun, or of the serpent, or any other device, under which he might have achieved brilliant exploits. This is he, will they one and all say, who overthrew the huge giant Broccabruno of the mighty force in single combat; he who disenchanted the great Mameluco of Persia from that long enchantment, which had held him confined for nearly nine hundred years. Thus from hand to hand they shall go forth blazoning his deeds; and presently at the bustle of the boys, and of the rest of

*8 Point.* 72 A, 160 a; about 8 lb.

### SELECTIONS FROM WORKS OF MICHAEL CERVANTES.

Whence it comes to this, Sancho, replied his master, it is highly needful for a knight errant to go about in search of adventure; that by achieving some he might acquire such fame and renown, so that, when he comes to the court of some great monarch, he shall be known by his works beforehand; and scarcely shall the boys see him enter the gates of the city, but they shall all follow and surround him, crying aloud, This is the knight of the sun, or of the serpent, or any other device, under which he might have achieved brilliant exploits. This is he, will they one and all say, who overthrew the huge giant Broccabruno of the mighty force, in single combat; he who disenchanted the great Persian Mameluco from that long enchantment, which had held him confined for nearly nine hundred years. Thus from hand to hand they shall go forth blazoning his deeds; and presently at the bustle of the boys, and of the rest of the people, the king of that country shall appear at the windows of his royal palace; and as soon as he espies the knight, knowing him by his armour, or by the device on his shield, he must necessarily say that

76 A, 155 a; about 5 lb. *6 Point.*

WHENCE it comes to this, Sancho, replied his master, it is highly needful for a knight errant to go about seeking adventures; that by achieving some he may acquire such fame and renown, that, when he comes to the court of some great monarch, he shall be known by his works beforehand; and scarcely shall the boys see him enter the gates of the city, but they shall all follow and surround him, crying aloud, this is the knight of the sun, or of the serpent, or any other device, under which he might have achieved great exploits. This is he, will they all say, who easily overthrew the huge giant Broccabruno of the mighty force, in single combat; he enchanted

### SELECTIONS FROM MICHAEL CERVANTES.

*10 Point.* 60 A, 130 a; about 10 lb.

# LINING ANTIQUE OLD STYLE, No. 2.

FRANK GARSFORD
President

PERCY BENTLEY
Secretary

NEW CENTURY CLUB
(Limited Membership)

For Study and
Recreation

Wolverhampton Mansions,
ON, ..... 19

MENU

. . SOUPS . .
Ox-Tail Gravy St. Julienne
*
. . JOINTS . .
Sirloin of Beef Shoulder of Mutton
Boiled Mutton and Caper Sauce
Roast Pork Lamb and Mint Sauce
*
. . VEGETABLES . .
Fried and Boiled Potatoes Asparagus
Green Peas Runners
*
. . SWEETS . .
Stewed Fruits Ices Custard
Cheese and Celery

GEORGE WILLIAMS.

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Islington, N.

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BURGUNDY PRICE LIST

This Series of Lining Antique Old Style very suitable for Booklets and Price Lists of every descrip tion.

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THE THIRTY-FIFTH ANNUAL REPORT OF THE FIRE AND LIFE ASSOCIATION OF GREAT BRITAIN WILL CONTAIN A PROPOSAL FOR ALTERATION AND ADDITIONS TO RULES.

PARTICULARS OF SALE MAY BE OBTAINED ON APPLICATION TO THE AUCTIONEER, MR. WALTER MASON. THE COLLECTION IS MAINLY COMPOSED OF ANTIQUE FURNITURE, OIL PAINTINGS BY VICTORIAN MASTERS, EMBROIDERIES OF TWELFTH CENTURY, &c.

POINT LINE TYPE

Space-Saving Material and Office Furniture of the Best Manufacture. Chandler & Price Co.'s Gordon Platen Presses and Cutting Machines

DURABLE METAL

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LETTER FOUNDERS,
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Sheffield & London.

# Saint George Series

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PRINTED SPECIALLY FOR PRIVATE CIRCULATION ONLY

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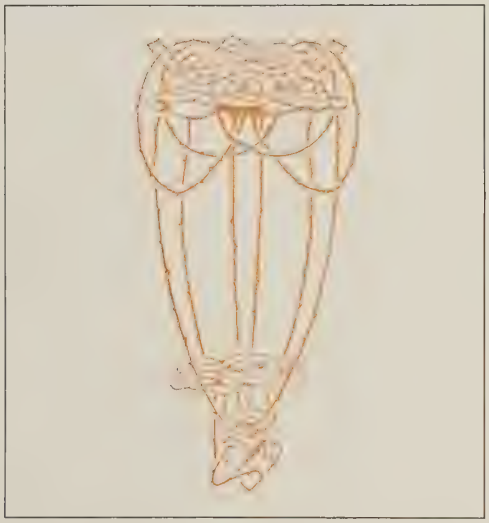
THE ROSE GARDEN



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Examples of Lining Saint George in Bookwork form.

## HISTORY OF PHRASE & FABLE

SAINT GEORGE was the son of lord Albert of Coventry, according to the ballad quoted by Percy, his mother having died in giving him birth, and the new born babe was spirited away by the weird lady of the woods, who brought him up to deeds of arms. His body had three marks: a dragon on the breast, a garter round one of the legs, and a blood-red cross on the arm. When he grew to manhood, he first fought against the Saracens, and then went to the city of Sylene, in Libya, where was a stagnant lake infested by a huge dragon, whose poisonous breath hath many a city slain, and whose hide no spear nor sword could pierce. Every day a virgin was sacrificed, and at length it came to the lot of Sabra, the king's daughter, to become its victim. She had been tied to the stake and left to be devoured, when St. George came up, and vowed to take her cause in hand. On came the dragon, but St. George thrust his lance into its mouth, and killed it on the spot. The king of Morocco and the king of Egypt, not

8 Point.

## THE ARABIAN NIGHTS.

GOING in early the next morning the magician called for Aladdin, and said he would take him for a day in the country, and on the next he would buy the shop. He then led him out at one of the gates of the city, to some magnificent palaces, each with lovely gardens, into which anyone might enter. At every building he came to, he asked Aladdin if he did not consider it fine; and the youth was ready to answer when any presented themselves, crying aloud, Here is a grander house, uncle, than any we have seen. By such artifice, the magician took Aladdin some way into the country; and as he meant to carry him farther, to execute his plan, he took an opportunity to sit down in

12 Point.

## THE STORY OF ALADDIN.

ALADDIN was just ready to go, when the magician knocked at the door, and came in loaded with wine and all sorts of fruit, which he brought for a dessert. After he had given what he brought into Aladdin's hands, he saluted his mother, desiring her to show him the place where his brother Mustapha used to sit on the sofa; and when she had done so, he fell down and kissed it many times, crying out, with tears in his eyes, My poor brother! how very unhappy am I, not to have come soon enough to give you one final embrace. Aladdin's mother requested him to sit down in the same place, but he declined. No, quoth he, I shall not do so; but give me leave to sit opposite to it, that although I see not the master of a family so dear to me, I may at least behold the place where he used to sit.

When the magician had made choice of a place, and sat down, he began to enter into discourse with Aladdin's mother. My good

10 Point.

## STORY OF SINDBAD THE SAILOR.

MEANWHILE I enjoyed much liberty, so that scarcely any notice was taken of what I did, and this gave me an opportunity one day to get at a distance from the houses, and to make good my escape. An old man who saw me, and suspected my design, called to me as loud as he could to return, but instead of obeying him, I redoubled my speed and quickly got out of sight. At that time, there was no one but the old man about the houses, the rest being abroad, and not to return till night, which was usual with them. Therefore, being sure that they could not arrive in time to pursue me, I went on till night, when I stopped to rest a little, and to eat some of the provisions I had secured; but I speedily set forth again and travelled seven days, avoiding the places which seemed to be inhabited, and lived for the most part upon cocoa-nuts, which served me both for meat and drink. On the eighth day I came near the sea, and saw some white people like myself, gathering pepper, of which there was great plenty in that place. This I took to be a good omen, and went to them without any scruple. The people who gathered pepper came to meet me as soon as they saw me, and asked me in Arabic, who I was, and whence I came. I was overjoyed to hear them speak in my own language, and satisfied their curiosity, by giving them a short account of my shipwreck, and of how I became the prisoner of the negroes. Those negroes, said they, eat men; and by what miracle did you escape their cruelty? I related to them the circumstances I have just mentioned, at which they were greatly surprised

6 Point.

STEPHENSON, BLAKE & Co. SIR CHARLES REED & SONS.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING SAINT GEORGE.

Regd. No. 572433.

5 A, 6 a. 72 POINT. About 30 lb.

RICH Models

28 A, 60 a. 18 POINT. About 15 lb.

UNIQUE BRANDS
Modern Material

40 A, 85 a. 14 POINT. About 13 lb.

GRECIAN ORNAMENT
Antiquarian Research

52 A, 110 a. 12 POINT. About 12 lb.

SAINT GEORGE SERIES
Attractive in Display
Booklet or General Printing

56 A, 115 a. 10 POINT. About 10 lb.

STEPHENSON, BLAKE & CO.
Letter Founders, Sheffield
and 33 Aldersgate Street, London

72 A, 162 a. 8 POINT. About 8 lb.

All Printers should Apply for the Latest
CATALOGUE OF PRINTING MATERIAL
Illustrating our Modern Woodwork

80 A, 165 a. 6 POINT. About 5 lb.

HANDSOME BOOKLET OF THE SAINT GEORGE
Now Ready showing its Suitability for
Highest Class of Bookwork and Artistic Jobbing

7 A, 10 a. 48 POINT. About 24 lb.

GROUND
Resident

10 A, 20 a. 36 POINT. About 23 lb.

DOMINANT
Photograph

12 A, 24 a. 30 POINT. About 20 lb.

HARBINGERS
Winter Course

18 A, 40 a. 24 POINT. About 18 lb.

GARDEN DESIGN
Flemish Retreats

5 A, 8 a. 60 POINT. About 26 lb.

FURNISHERS
Noted Produce

*Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.*

STEPHENSON, BLAKE & Co. SIR CHARLES REED & SONS.

# Saint George Initials

120 POINT
Solid, Outline, and for Two Colours.
(Electros Mounted on Metal).

A J G W C H S

72 POINT.

H C W J G A S

DAINTY UNIQUE POINT BODIES

48 POINT.

A C S W G J H

For Prices and Particulars see General Price List.

THE

# WINCHESTER FAMILY

Lining Winchester Old Style

*Lining Winchester Old Style Italic*

**Lining Winchester Bold**

**Lining Winchester Bold Condensed**

## STEPHENSON, BLAKE & CO.

AND

## Sir Charles Reed & Sons

*Letter Foundry and Works:*
*SHEFFIELD.*

*LONDON:*
*33 Aldersgate Street, E.C.*

# ECCENTRICITY IN COMPOSITION.

PERHAPS it is only the expression of revolt against orthodoxy which shows itself in the eccentric arrangements of lines of type. Types are made square to be used square, but there is a spirit abroad which is ever prompting us to use material in a different way. When compositors have learnt the lesson that this sort of thing may be a great consumer of time, the day is not far distant when they will meekly return to things orthodox. Then the daily time-note ceases to haunt, and resumes its place amongst the nebulæ

18 POINT.

## MEMORY AND SUCCESS.

In the pressure and strain of modern life, success becomes every day a matter more difficult of attainment, for in the pursuit of success, various factors play a part, among the more prominent being trustworthiness, industry, and a readiness of resource. But, important as are these qualifications, there is one which is even far more indispensable, and that is a thoroughly good memory. It is probably safe to assert that no man ever has, or ever will, attain success on his own merits unless he possesses a decidedly sound memory. And yet, strange as it may seem, although memory is of the first necessity in striving for success, few faculties are more inexcusably neglected in cultivation. This circumstance no doubt arises from the prevalent, though entirely erroneous, impression that a man's memory is a quantity definitely fixed by nature and incapable of improved

12 POINT.

## THE CORNISH RIVIERA IN WINTER.

Three quarters of a century and more have passed since this rare and curious little volume made its appearance, but the struggle for supremacy between foreign and home health and pleasure resorts still continues, and it is only comparatively recently that the dwellers in London, the Midlands, and further afield, have, to any appreciable extent, realised the fact that the blessings of warmth, sunshine, and a mild climate may be enjoyed during the winter months without crossing either the Channel or the Continent, or incurring toil and expense of a sojourn in Egypt, a visit to Algiers, or even a trip to Nice or San Remo. ¶ It is obviously in the best interests of the British householder and taxpayer that the favourable climatic conditions of Cornwall between September and April should be made as widely known as possible. To this end reliable statistics on the subject of the winter climate of Cornwall have been added to a brief account of the prominent features of this old world county, which have rendered it an object of supreme interest both to English and foreign travellers from time immemorial. The once prevalent idea that Cornwall was to be visited only in summer or autumn is fast disappearing. ¶ Englishmen, and also English women, at the commencement of the twentieth century, have realised the truth of what had been boldly asserted at the beginning of the nineteenth, but the dangers and difficulties of that far-off epoch have long since vanished. A pleasant journey of eight hours only divides London from Penzance, and carefully organised services of motors bring different points of interest within easy reach.

8 POINT.

## SIMPLICITY OF TREATMENT IN DISPLAY.

UNDOUBTEDLY a great deal of truth lies in the remark that no royal road leads to the attainment of a thorough knowledge of the art of job display work. Comparatively few workmen reach even a moderate degree of efficiency in this branch of the composing department, for the simple reason that very few indeed will devote the amount of thought and study, outside the ordinary office routine, which is necessary to the subject, if success is to be secured. ¶ At the present time it is generally recognised that every job or advertisement of importance should first of all be designed; in other words, that a rough, more or less perfect, sketch should be made of the wording, which sketch is to act as a guide to the compositor for the arrangement and whiting-out of the job.

14 POINT.

### PROFITABLE INVESTMENT IN SUPPLIES.

Just as the successful investment in type, paper and ink is by no means the selection of the cheapest, but rather the power to choose the one quality which is the most economical and at the same time fulfils its required purpose, so it is in dealing with blocks, when the prices for the same class of work may vary as much as 50 per cent. There is bound to be a difference in the quality somewhere, for the increase, although it may partly but cannot altogether represent more profit, high rent and poor organization, must mean that the expenses of production have somehow been reduced by means of much cheaper material and labour, and a lack of that thoroughness which, for best work, is most essential. The pence saved on a cheap block frequently means the losing of as many shillings when on the machine. It is a false and expensive policy to let price be too big a factor in the purchase of blocks. Of course, buy as cheaply as you can, but first see that the quality is right. ¶ These points should be left with the man who is in touch with the actual printing, but seeing that usually this is not so, it behoves everyone who has the ordering of blocks to put himself in that position as far as possible, and to ascertain carefully the conditions under which each block will be worked, the number of copies to be printed, the class of paper to be used, and whether it will be kept for stereotyping or electrotyping. The wood mounts are the most common cause of difficulties in the machine room, for if they are of new, soft wood, they perceptibly yield in due time to the constant pressure of the platen or cylinder, thus defeating the object of the overlay. If stored for any little time they warp or shrink under atmospheric conditions, so that not only is the wood out of truth, but the metal is curved also and remounting is not the simple remedy it would seem. The best timber for mounts is a hard and close-grained wood, such as mahogany or oak; neither of these, if well seasoned, change much with storing, whilst a thin coat of varnish to the base is a further protection. A warped block is such a time-waster that a number of special mounting woods have been introduced to take the place of the ordinary timber. The best known is the laminated wood, which consists of several sheets of wood being glued together with the grains all lying in different directions, thus preventing warping.

6 POINT.

### HOLIDAY TOURS ABROAD.

For many years the Swiss tours have been a dominant feature of the Polytechnic programme, and certainly they can offer unique facilities, for they possess a beautifully wooded estate of over seventy acres on the shores of Lake Lucerne, on which have been erected some very fine buildings. The estate is most conveniently situated a little over a mile from the town of Lucerne, and accommodation is provided for six days, and a return ticket from London for the charge of five guineas. The travellers also have the advantage of the Polytechnic special train, which obviates the tiresome changing of carriages and Customs formalities at Basle. The week can be profitably occupied in carrying out a unique series of excursions, including the ascents of the Rigi and Pilatus, and the trip on the wonderful Gotthard railway, besides a visit to the interesting sights of Old Lucerne. The extra charge for this series is extremely moderate. ¶ A well-arranged tour to Paris has also proved very popular, facilities for everything in the way of sightseeing, under the superintendence of experienced conductors,

10 POINT.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WINCHESTER OLD STYLE.

5 A, 8 a. 72 POINT. About 29 lb.

HOME Product

36 A, 66 a. 18 POINT. About 16 lb.

NATURE STUDIES
Winter in the Country

48 A, 100 a. 14 POINT. About 13 lb.

PICTORIAL SPECIMEN
Printed by British Labour

60 A, 140 a. 12 POINT. About 12 lb.

STEPHENSON, BLAKE & Co.
Letter Founders, Sheffield
London: 33 Aldersgate Street, E.C.

70 A, 156 a. 10 POINT. About 10 lb.

PRINTING OFFICES FURNISHED
throughout on the latest and
most approved Labour Saving Methods

90 A, 190 a. 8 POINT. About 8 lb.

Highest Quality Type and Spacing Material
THE AMERICAN POINT LINING SYSTEM
Guaranteed cast to Correct Standard

90 A, 190 a. 6 POINT. About 5 lb.

THE WINCHESTER OLD STYLE SERIES DESIGNED
and Engraved in Great Britain for producing
Bookwork and General Printing of the very highest class

7 A, 14 a. 48 POINT. About 24 lb.

DURABLE
Fashionable

12 A, 24 a. 36 POINT. About 23 lb.

WINCHESTER
Old Style Series

14 A, 34 a. 30 POINT. About 20 lb.

BRITISH GOODS
Moderate in Price

24 A, 50 a. 24 POINT. About 19 lb.

MODERN PRINTING
Commands Recognition

5 A, 10 a. 60 POINT. About 23 lb.

CHOICE SERIES
Economic Designs

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WINCHESTER OLD STYLE ITALIC.

5 A, 8 a. 60 POINT. About 21 lb.

SPRING Costume

5 A, 10 a. 48 POINT. About 18 lb.

HEROICS
Architecture

10 A, 22 a. 30 POINT. About 14 lb.

PERFORMING
Evening Concerts

32 A, 66 a. 18 POINT. About 16 lb.

EMINENT MUSICIANS
Bradford Cricket Festival

56 A, 120 a. 12 POINT. About 12 lb.

WINCHESTER OLD STYLE ITALIC
Companion to the Winchester Old Style

90 A, 186 a. 8 POINT. About 8 lb.

LINING WINCHESTER OLD STYLE ITALIC FORMS an adjunct to the Lining Winchester Old Style Roman series, besides serving the purpose of a high-class jobbing letter. All members of the

7 A, 16 a. 36 POINT. About 15 lb.

CENTURIES
Modern House

18 A, 40 a. 24 POINT. About 14 lb.

BRITISH SOLDIER
Picturesque America

44 A, 90 a. 14 POINT. About 13 lb.

WINCHESTER ITALIC MUST
appeal to all Printers on account of its suitability in various classes of display.

68 A, 150 a. 10 POINT. About 10 lb.

THE WINCHESTER OLD STYLE ITALIC
forms an adjunct to the Winchester Old Style, besides being a high-class letter for display. £1234567890$

96 A, 200 a. 6 POINT. About 5 lb.

THE WINCHESTER OLD STYLE ITALIC FORMS AN ADJUNCT to the Winchester Old Style Roman series, besides serving the purpose of a high-class jobbing letter. All members of the Winchester family work harmoniously together, being cast on the popular American Point Lining System, which ensures accurate alignment

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

*Note that Capitals A B D E J M N P R T and lowercase r are supplied in duplicate—plain and ornamental.*


Specimen from Stephenson, Blake & Co.

—and SIR CHARLES REED & SONS—

Letter Founders · Wood Letter Cutters · Brass Rule Makers
Manufacturers of Superior Cases, Frames, Cabinets, Racks, &c.

LETTER FOUNDRY: SHEFFIELD. LONDON: 33 ALDERSGATE STREET.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WINCHESTER BOLD.

5 A, 6 a. 72 POINT. About 29 lb.

RIGHT Design

28 A, 66 a. 18 POINT. About 15 lb.

MODERN DISPLAY
demands recent faces

40 A, 90 a. 14 POINT. About 13 lb.

THIS SERIES ENRICHES
and brightens all classes of work, and brings in orders.

56 A, 110 a. 12 POINT. About 12 lb.

LINING WINCHESTER BOLD
will be found effective when used with Lining Winchester Old Style

64 A, 130 a. 10 POINT. About 10 lb.

WINCHESTER BOLD EMBRACES
those characteristics which appeal most to printer and public. £1234567890$

84 A, 164 a. 8 POINT. About 8 lb.

THE LINING WINCHESTER FAMILY MUST
become popular in both Magazine and Newspaper Advertisements, for which it is eminently suitable

80 A, 170 a. 6 POINT. About 5 lb.

MEMBERS OF THE LINING WINCHESTER FAMILY
should find their way into all Printing Offices, because each series is useful if shown either by itself or in combination

7 A, 14 a. 48 POINT. About 25 lb.

PRINTING
Enhanced

10 A, 20 a. 36 POINT. About 22 lb.

BOHEMIANS
Entertainers

14 A, 34 a. 30 POINT. About 21 lb.

MANOR HOUSE
Health Resorts

20 A, 44 a. 24 POINT. About 18 lb.

ENGLISH PRODUCT
Winchester Family

5 A, 8 a. 60 POINT. About 23 lb.

GRAND HOMES
Dramatic Recital

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WINCHESTER BOLD CONDENSED.

5 A, 6 a. 72 POINT. About 24 lb.

HOMES Furnished

5 A, 10 a. 48 POINT. About 15 lb.

PROMENADE
Manchester

9 A, 16 a. 36 POINT. About 14 lb.

MODEL PRINTER
Eastern Resorts

10 A, 22 a. 30 POINT. About 12 lb.

HISTORIC MANSION
Norman Residence

14 A, 32 a. 24 POINT. About 10 lb.

HANDSOME MONUMENTS
Antique Inlaid Furniture

20 A, 40 a. 18 POINT. About 8 lb.

DESIRABLE SPECIMENS
Coronation Splendour

30 A, 56 a. 14 POINT. About 7 lb.

FOURTH DRAMATIC RECITAL
Numerous Bohemian Artistes

36 A, 64 a. 12 POINT. About 6 lb.

ELECTRIC LIGHTING CONTRACTORS
Estimates and Specifications
Superior Freehold Estate, £3250

44 A, 84 a. 10 POINT. About 5 lb.

LINING WINCHESTER BOLD CONDENSED
Stephenson, Blake & Co. Sheffield
Handy Booklet Forwarded on Application

48 A, 94 a. 8 POINT. About 4 lb.

Announcement of Metropolitan Phonograph Company
MUSICAL MASTERPIECES ACCURATELY REPRODUCED
Magnificent Orchestra of English Performers

52 A, 120 a. 6 POINT. About 3 lb.

PANORAMIC REPRESENTATION OF LEADING EUROPEAN CAPITALS
Numerous Testimonials from Educational Authorities
Particulars of Entertainments with Programme sent on Request

5 A, 10 a. 60 POINT. About 19 lb.

BEDFORD GARDENS
Diamond Ornament

Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.

Practical Examples of the Lining Winchester Family in Ordinary Display.

*SOUTH AFRICAN*

SELECTED LOTS NOW ON VIEW
AT GRAND HOTEL, SHEFFIELD.

# IMPERIAL DIAMONDS

Expert Representative will be in attendance during June and July.

**(TIARAS)**

CHOICEST STONES

---

**ROBERT MARTIN**

We are daily receiving appreciative letters from our customers referring to Goods bought at the

**Household Stores**

and we recommend with confidence every article supplied from our stock or made to order.

**MARINE PARADE**

## Reliable Modern Furniture

*Artistic—Substantial—Inexpensive.*

# CORONATION

SPECIAL BARGAINS.

**Visitors to the City are requested to call and inspect our Enlarged Premises, and at the same time to enquire for a copy of our recently published**

FREE PICTORIAL CATALOGUE.

---

WHEN YOU ARE THINKING ABOUT YOUR

# Christmas Numbers

**bear in mind that the British Magazine is the leading Journal for Gentlewomen.**



**The Special Number this year will excel in the variety of its Stories and Pictures.**

# WESTMINSTER

## OLD STYLE SERIES

COMPLETE WITH THE WESTMINSTER PAGE ORNAMENTS, FESTOONS, BORDERS & INITIALS

THIS BEAUTIFUL SERIES OF OLD STYLE LETTER AND ORNAMENTS OFFERS TO EVERY ENTERPRISING PRINTER FACILITIES HITHERTO UNKNOWN FOR CREATING A NEW AND PLEASING FORM OF DISPLAY, WHICH SHALL COMBINE THE ALWAYS DESIRED FEATURES OF DISTINCTNESS AND TELLING EFFECT WITH TRULY ARTISTIC SURROUNDINGS. BOTH THE LETTER, AND THE VARIOUS ORNAMENTS INCLUDED IN THE SERIES—BORDERS, FESTOONS, & PAGE ORNAMENTS, ALSO INITIALS—POSSESS GENUINE ORIGINALITY AND RICHNESS OF DESIGN, AND COMBINE SOME OF THE EARLIEST OLD STYLE CHARACTERISTICS WITH CHASTE & CONSISTENT ELEGANCE, THIS FINE INSPIRATION HAVING BEEN DRAWN FROM A FAMOUS FLORENTINE ARTIST & SCULPTOR OF THE 15TH CENTURY

WESTMINSTER PAGE ORNAMENTS

OLD · STYLE · EFFECT
MODERN · MATERIAL

### SYNOPSIS OF FOUNTS.

A Synopsis of the complete Series of Lining Westminster Old Style, which is cast on the American Point System, Body, Line and Set, will be found on the third of these specimen pages, showing the full gradation of sizes from 6 to 60 point. A most pleasing result is produced by the use of this Series either as a Book or Display letter, owing to the admirable effect of the combination of Type, Ornaments and Initials, all of which have been designed in harmony with each other.

### PRICES OF FOUNTS.

STEPHENSON, BLAKE & Co., in introducing this Series of Lining Westminster Old Style, have so arranged the prices that, while for all ordinary jobbing and display purposes small founts are supplied at the usual prices of Antiques and similar faces, larger founts, such as are required for book and magazine work, and including the usual proportion of spaces and quads, are priced at the same rates as ordinary roman body founts.

A separate Booklet has been prepared giving complete details of the whole Series—including the Ornaments, Festoons, Borders, and Initials—together with various displayed examples illustrating their uses in practically every variety of printed work. Copies of this Booklet will be forwarded to our customers upon application.

FULL SPECIMENS OF THE WESTMINSTER PAGE ORNAMENTS, BORDERS, FESTOONS AND INITIALS WILL BE FOUND IN THEIR RESPECTIVE SECTIONS—SEE INDEX AT BEGINNING OF BOOK.

## STEPHENSON, BLAKE & Co.

SHEFFIELD AND LONDON.

Registered No. 407841.

# LINING WESTMINSTER OLD STYLE

*14 Point.*

ANYONE who considers the history of Westminster will observe with some surprise that he is reading about a city which has no citizens. In this respect Westminster is alone amongst cities and towns of the English speaking race: she has had no citizens. Residents she has had—tenants, lodgers, subjects, sojourners within her boundaries—but no citizens. The sister city within sight, and almost within hearing, can show an unequalled roll of civic worthies, animated from the beginning by an unparalleled tenacity of purpose, clearly seeing and understanding what they w nowledge and why, an had been could obtain led down their desires. er to son. Freedom, has been ieved and ssured by ese things.

*10 Point.*

HISTORIC BUILDINGS IN WESTMINSTER.

THE Houses of Parliament, their constitution, their history, their buildings, all belong to the history of the Empire. They happen to stand in the City of Westminster, but their history does not form part of the City History. The House of Commons has been called to Westminster almost without interruption for about six hundred years. It sat for three hundred years in the Chapter House of the Abbey: then for three hundred years more in the Chapel of St. Stephen: when that was burned down, the site was preserved and set apart f the ne buildin

HISTORY OF WES RELATION TO CA

To write about Westminster and not to speak of Caxton would be well nigh impossible. As well write upon America and forget Columbus. Even at the risk of doing again what has already been done by the antiquary or by the historian, even though one may have found little to add to the investigations and discoveries of those who have gone before, we must still speak of Caxton, because through his agency was effected the change—that of printing for manuscript—which has proved the most momentous, the most far-reaching, the most fruitful of all the changes and inventions of modern days. The Reformation threw open the door for freedom of thought; the Renaissance restored to the world the literature and philosophy of the past. Printing scattered broadcast the means of acquiring knowledge. The humble beginnings of this revolution, the life and achievements of the man by whose hands it was effected in this country, are not so widely known that they may be assumed as common knowledge. Let us ask, for instance, who was Caxton?

STEPHENSON, BLAKE & Co.
SHEFFIELD AND LONDON

*8 Point.*

*12 Point.*

WHEN I am in a serious humour I very often walk by myself in Westminster Abbey, when the gloominess of the place, and the uses to which it is applied, together with the solemnity of the building and the conditions of the people who lie in it, are apt to fill the mind with a kind of melancholy or rather thoughtfulness that is not disagreeable. When I look upon the tombs of the great, every emotion of envy dies within me: when I read the epitaphs of the beautiful, every inordinate desire goes out: when I meet with

The beginning of the City and Abbey of Westminster is an oft-told tale, but a tale never truly and properly told. Antiquaries, or rather historians who have to depend on antiquaries, are apt to follow each other blindly. Thus, we are informed by everyone who has treated of this beginning, that the place upon which the Abbey stands was selected originally as a fitting place for a monastic foundation, because of its seclusion, silence and remoteness. There is no doubt as to the meaning of some of the earlier writers upon this subject. The idea in their minds was of a place deliberately chosen by the founders of the first Abbey, and adopted by Edward the Confessor, as a wild, deserted, secluded place, difficult of access, remote from the ways of men, where in silence and peace the holy men might work and meditate. Let us examine into this assumption; the result, we venture to think, will upset many cherished opinions. In the examination of ancient sites there are five principal things to ascertain before any conclusion is attempted—that is to say before we attempt to restore the place as it was, or to identify it.

*6 Point.*

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WESTMINSTER OLD STYLE.

Job Fount, 5 A, 8 a. 60 POINT. About 26 lb.

## The NEW Face

REGISTERED No. 407841.

Job Fount, 10 A, 20 a. 36 POINT. About 21 lb.

## FOR BOOK or Job Work

Job Fount, 20 A, 40 a. 24 POINT. About 18 lb.

## WESTMINSTER Old Style is a Quaint and Effective Letter

Job Fount, 48 A, 100 a. 14 POINT. About 13 lb.

¶ Westminster Old Style having no delicate Hair Lines, possesses Exceptional Wearing Qualities, a consideration with the Printer

ELEGANCE AND UTILITY

Job Fount, 72 A, 140 a. 10 POINT. About 10 lb.

¶ Westminster Old Style works in harmony with the Westminster Series of Ornaments, Borders, Festoons, &c., the whole forming a Unique and Valuable Artistic Combination

SPECIMEN SENT ON APPLICATION

Job Fount, 80 A, 160 a. 6 POINT. About 5 lb.

¶ Westminster Old Style, when used in conjunction with the Series of Ornaments, Borders, &c., provides the Modern Printer with a fine range in the field of Typography. ¶ The Compositor with up-to-date ideas can, with the aid of this Series, get up many Highly Attractive Designs which would otherwise have to be specially done by an artist. ¶ This means a considerable saving in time and cost of composition.

RECENT · DEVELOPMENT · IN · PICTORIAL · TYPOGRAPHY

Job Fount, 14 A, 28 a. 30 POINT. About 20 lb.

## HIGH GRADE Lining Series at Moderate Price

Job Fount, 32 A, 64 a. 18 POINT. About 15 lb.

¶ Westminster Old Style suits all Classes of Work and pleases all Customers by its tasteful proportions

REGISTERED · DESIGN

Job Fount, 60 A, 124 a. 12 POINT. About 12 lb.

¶ Westminster Old Style is produced in 11 sizes, from 6 to 60 Point inclusive, cast on American Point Lining System, the many advantages of which will be freely admitted by all Printers who can appreciate the introduction of a System

STEPHENSON, BLAKE & Co.

Job Fount, 86 A, 176 a. 8 POINT. About 8 lb.

¶ Westminster Old Style will be warmly welcomed by the Advertisers, who now recognise the importance of choosing their own Type and Borders for use in setting their Advertisements, selecting faces that are attractive to the eye, and preferring embellishments which appeal to the public taste. ¶ The Advertiser who takes advantage of his opportunities for contact with practically the whole of the world, must consider every phase and aspect of the work he puts forth.

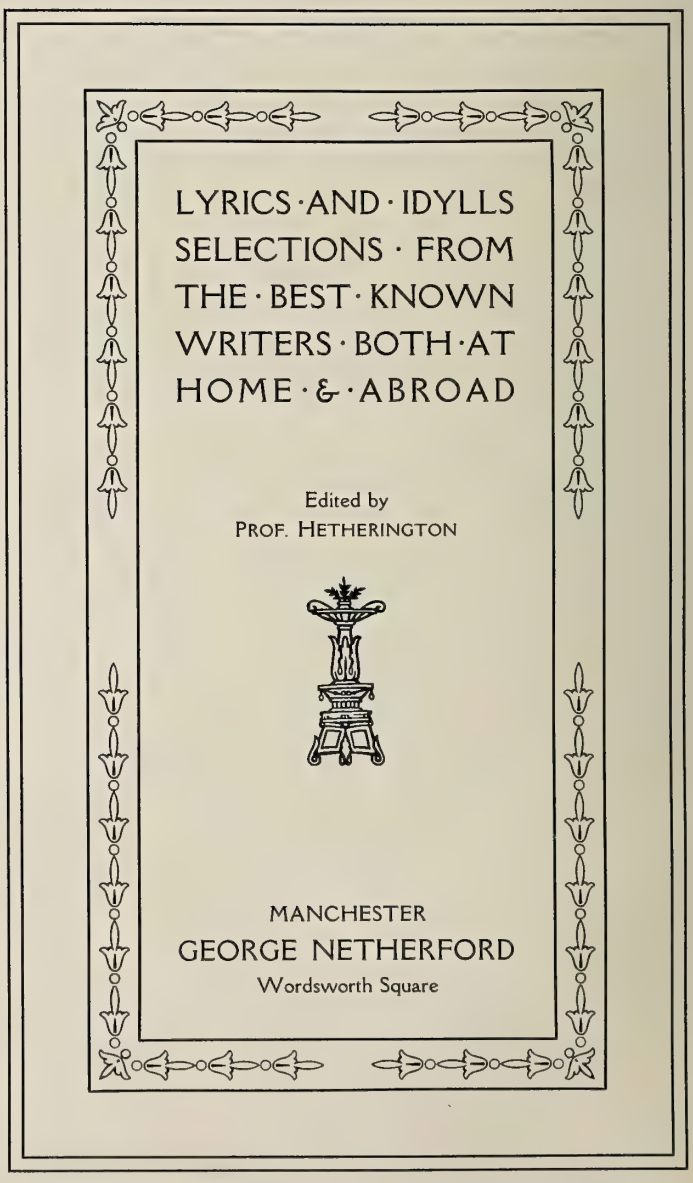
WESTMINSTER SERIES FOR ADVERTISEMENTS

Job Fount, 7 A, 14 a. 48 POINT. About 25 lb.

## Stephenson, Blake & Co.

ART POTTERY EXHIBITION
CHARRINGTON HOUSE
INCLUDING SPECIMENS OF
PRE-WEDGWOOD PERIOD.
OPEN DAILY FROM 12 to 5
ADMISSION 1/- INCLUDING
DETAILED CATALOGUE

MENU
Crevettes Melon Glacé
Sole Grillée Maître d'Hôtel
Blanchailles
Poularde de Surrey à la Brôche
Salade
Petits Pois à l'Anglaise
Pommes Nouvelles
Aspêrges au Beurre Fondu
Fraises Rafraichies au Kirsch
Canapé Forestière
Dessert Café
PRINCESS VICTORIA
YACHT CLUB


LYRICS · AND · IDYLLS
SELECTIONS · FROM
THE · BEST · KNOWN
WRITERS · BOTH · AT
HOME · & · ABROAD
Edited by
PROF. HETHERINGTON
MANCHESTER
GEORGE NETHERFORD
Wordsworth Square

THE POPULAR SERIES
. . OF . .

## *LINING ITALIAN OLD STYLE*

THIS SERIES of Lining Italian Old Style is sold at ordinary Book Letter Rates when supplied in Founts of 120 lb. and upwards, including spaces and quads. Smaller weights, letter only (with the spaces and quads at space and quad price), charged at same rate as Antiques, &c.

*STEPHENSON, BLAKE & Co.*
*AND*
*SIR CHARLES REED & SONS,*
*Letter Founders.*

Foundry, SHEFFIELD. 33 Aldersgate Street, LONDON.

## OLDE ENGLISHE FANCYE FAYRE

*Dancing round the Maypole.*
*Egg and Spoon Race.*
*Obstacle Race.*

## *Point Body, Line and Set.*

*Popular Series of*

# ITALIAN OLD STYLE

*Roman and Italic.*

*FOUNDRY: SHEFFIELD.*

*LONDON:*
*33 ALDERSGATE STREET.*

## Stephenson, Blake & Co.

And SIR CHARLES REED & SONS.

### *SPECIAL WINE LIST.*

| | Per doz. s. | Per doz. d. | Per bot. s. | Per bot. d. |
|---|---|---|---|---|
| *Sherry, Amontillado Dry* | 40 | 0 | 3 | 6 |
| *Ditto, Rich Brown* | 46 | 0 | 4 | 0 |
| *Claret, Bordeaux* | 17 | 0 | 1 | 5 |
| *Ditto, Larose 1893* | 28 | 6 | 2 | 6 |
| *Burgundy, Volnay, 1893* | 34 | 6 | 3 | 0 |
| *Chablis, Montrachet* | 36 | 0 | 3 | 3 |
| *Hock (Dienhard), Oppenheim* | 28 | 0 | 2 | 6 |
| *Moselle, Berncastler Doctor* | 42 | 0 | 4 | 0 |
| *Port, Light Tawny* | 40 | 0 | 3 | 6 |
| *Ditto, Dow's 1890 Vintage* | 63 | 0 | 5 | 6 |

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## REED'S LINING ITALIAN OLD STYLE.

Job Fount, 9 A, 14 a. 48 POINT. About 25 lb.

# THE ORIGIN OF TYPE and the nomenclature £123

Job Fount, 18 A, 36 a. 30 POINT. About 20 lb.

THE ORIGIN and nomenclatures of all Type having grown around £23

Job Fount, 24 A, 50 a. 24 POINT. About 18 lb.

THE ORIGIN OF all Type Bodies and the nomenclature which has grown around them, is a branch of typographical antiquity which £12345

Job Fount, 32 A, 60 a. 18 POINT. About 15 lb.

THE ORIGIN OF TYPE Bodies and the nomenclature which has grown around, is the branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that moulds of the first Printers were most primitive in construction and conceived on true principles, they were

ITALIAN OLD STYLE LINING SERIES

Job Fount, 12 A, 24 a. 36 POINT. About 21 lb.

STEPHENSON, BLAKE & Co.

Sir Charles Reed & Sons,

33 Aldersgate Street, London, E.C.

# REED'S LINING ITALIAN OLD STYLE

HERE SHOWN AS A BOOK LETTER

Job Fount, 50 A, 90 a; about 13 lb. — 14 Point.

## THE ORIGIN AND NOMENCLATURE OF TYPE.

Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, *though conceived on true principles,* were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line, and height in themselves, irrespective of the body, line, and height of other founts which were used in the same Press. When two or more founts were required to be used in the standard of height would mix in the same lines, a is necessary When initials are wanted with the text between its itself. And his sizes of ncorporated His Canon

Job Fount, 72 A, 140 a; about 10 lb. — 10 Point.

### THE ORIGIN OF TYPE BODIES.

Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, *were adjusted to the various sizes of letter* they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of other founts used in the same Press. When two or more founts were required to mix in the same work, then the necessity of unifor construct

THE ORIGIN OF TYPE BODIE

Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, they were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the *body, line and height of other founts* used in the same Press. When two or more founts were required to mix in the same work, the necessity of a uniform standard of height would become apparent. When two or more founts were required to mix in the same line, a uniformity in the body, and, if possible, in alignment, would be found necessary. When initials or marginal notes were required to be incorporated with the text, then the advantage of a mathematical proportion between one body and another would suggest itself. At first, doubtless, the Printer would name his sizes of type according to the work for which they are used. His Canon type then

8 Point. — Job Fount, 76 A, 160 a; about 8 lb.

Job Fount, 60 A, 124 a; about 12 lb. — 12 Point.

### THE ORIGIN OF TYPE BODIES.

Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast *more by eye than by rule,* it is very easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used

Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand *that founts were cast on no other principle* than that of ranging in body, line and height in themselves, irrespective of the body, line and height of other founts used in the same Press. When two or more founts were mixed in the same work, then the necessity of a uniform standard of height would become apparent. When two or more founts were wanted to mix in the same line, then a uniformity in body, and, if possible, in alignment, would become necessary. When initials or marginal notes were required to be incorporated with the text, then the advantage of a mathematical proportion between one

THE ORIGIN AND NOMENCLATURE OF TYPE BODIES

Job Fount, 90 A, 190 a; about 5 lb. — 6 Point.

# REED'S LINING ITALIAN OLD STYLE ITALIC.

5 A, 8 a. 48 POINT. About 14 lb.

*ORIGIN OF Type Bodies*

7 A, 12 a. 36 POINT. About 12 lb.

*THE ORIGINAL nomenclature £23*

10 A, 18 a. 30 POINT. About 11 lb.

*THE ORIGIN AND nomenclature of our Type Bodies £23456*

12 A, 24 a. 24 POINT. About 10 lb.

*THE ORIGIN OF TYPE as well as the nomenclature which has grown £23456*

16 A, 34 a. 18 POINT. About 9 lb.

*THE ORIGIN OF ALL TYPE Bodies and the nomenclature which has grown around them, is a branch of Typographical antiquity £3456*

24 A, 50 a. 14 POINT. About 7 lb.

*THE ORIGIN OF TYPE Bodies with the nomenclature which has grown around them is the branch of typographical antiquity which has ever been*

24 A, 50 a. 12 POINT. About 6 lb.

*THE ORIGIN OF ALL TYPE Bodies and the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or*

32 A, 70 a. 10 POINT. About 5 lb.

*THE ORIGIN OF ALL TYPES AND the nomenclature which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were primitive*

38 A, 80 a. 8 POINT. About 4 lb.

*THE ORIGIN OF ALL TYPES AND THE nomenclature which has grown around them, is a branch of typographical antiquity which has been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and though conceived on true principles, were adjusted to the £3457890*

38 A, 80 a. 6 POINT. About 3 lb.

*THE ORIGIN OF TYPES AND THE NOMENCLATURE which has grown around them, is a branch of typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes*

# PLAIN DISPLAY LETTER

STEPHENSON, BLAKE & CO.
and
SIR CHARLES REED & SONS

Foundry: Sheffield. London: 33 Aldersgate St.

Set in Lining Hallamshire Old Style.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING OLD STYLE CONDENSED.

9 A, 14 a. 42 POINT. About 16 lb.

ELEGANT GARMENTS
Fashionable Costume

14 A, 24 a. 24 POINT. About 10 lb.

USEFUL DESIGN
Title Page Series

18 A, 36 a. 20 POINT. About 8 lb.

MODERN PRINTERS
Peruse Specimens
Judiciously Displayed

24 A, 44 a. 18 POINT. About 8 lb.

HANDSOME PRODUCTION
Decorated Screens
Building Estimate, £680.

32 A, 70 a. 12 POINT. About 6 lb.

Returns for March and April
RESTORATION OF MONUMENTS
Directions for Secretary

ANCIENT ROME:
THE PANTHEON

Extracts from Four
Papers read before
the Royal Historical
Society in Bradford

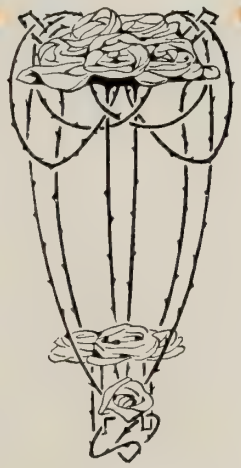
THE ANTIQUARIAN PRESS
NORTH BERWICK

12 A, 18 a. 30 POINT. About 12 lb.

STEPHENSON, BLAKE & Co.
Furnish Offices Completely

ANOTHER MEMBER OF
THE SPARTAN FAMILY

# THE SPARTAN BOLD ITALIC



## STEPHENSON, BLAKE & CO.

AND SIR CHARLES REED & SONS

FOUNDRY: SHEFFIELD :: LONDON: ALDERSGATE ST.

*Small Job Founts (Caps. and Small Caps. put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING SPARTAN.

7 A, 12 A. 24 POINT (CAPS. AND SM. CAPS.) About 11 lb.

DIAMONDS
BRIGHTON

10 A, 18 A. 18 POINT (CAPS. AND SM. CAPS.) About 8½ lb.

FRENCH MINER
NOTED BANDS

14 A, 28 A. 12 POINT (CAPS. AND SM. CAPS.) About 6½ lb.

BEAUTIFUL SPECIMEN
PRINTING EXHIBITION

24 A, 36 A. 10 POINT (CAPS. AND SM. CAPS.) About 5 lb.

MODERN ENGLISH RESIDENCE
HANDBOOK ON FLOWERS, 2/6

32 A, 52 A. 6 POINT (CAPS. AND SM. CAPS.) About 3 lb.

DESIRABLE SERIES FOR CHOICE PRINTINGS
EMINENTLY SUITABLE FOR TASTEFUL
STATIONERY, INVITATIONS AND PROGRAMMES

32 A, 56 A. 5 POINT ON 6 POINT (CAPS. AND SM. CAPS.) About 2 lb.

GUARANTEED ACCURATE TO THE AMERICAN POINT STANDARD
MANUFACTURED OF DURABLE METAL IN SHEFFIELD
STEPHENSON, BLAKE & CO. AND SIR CHARLES REED & SONS

## LINING SPARTAN BOLD.

7 A, 12 A. 24 POINT (CAPS. AND SM. CAPS.) About 10½ lb.

MERCHANTS
FURNISHING

10 A, 18 A. 18 POINT (CAPS. AND SM. CAPS.) About 8 lb.

MANSION HOUSE
EASTER RESORT

18 A, 28 A. 12 POINT (CAPS. AND SM. CAPS.) About 6 lb.

EUROPEAN MONUMENTS
MARCH DONATION, £25

24 A, 40 A. 10 POINT (CAPS. AND SM. CAPS.) About 4½ lb.

HANDSOME CHRISTMAS PRESENT
DESIRABLE LEASEHOLD PREMISES

36 A, 60 A. 6 POINT (CAPS. AND SM. CAPS.) About 3 lb.

PARISIAN FASHIONS FOR DECEMBER FESTIVALS
NUMEROUS TESTIMONIALS FROM NOBILITY
BRANCHES IN MANCHESTER AND BOURNEMOUTH

32 A, 56 A. 5 POINT ON 6 POINT (CAPS. AND SM. CAPS.) About 2 lb.

MUSICAL PROMENADE CONCERTS ON WEDNESDAYS AND THURSDAYS
REFRESHMENTS AT MODERATE PRICES IN RESTAURANT
PARTICULARS FROM HONORARY SECRETARIES OR THE TREASURER

*Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.*


CONCERNING THE
*ENTERPRISE MOTOR*
AND ITS CONSTITUENT PARTS
IN COMPARISON WITH
OTHER MAKES

RONALDSON & COMPANY
FARRINGDON ROAD, LONDON
*WORKS: COVENTRY*

NATIONAL TELEPHONE 73985

COURTNEY & BRANSON

DESIGNERS OF HIGH-CLASS
*PRINTING*
AND ADVERTISEMENT WRITERS

MANAGER
NORMAN FORBES

OFFICES
*ROUNDHAY, LEEDS*

*Small Job Founts (Caps. and Small Caps. put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING SPARTAN BOLD ITALIC.

7 A, 12 a. 24 POINT (Caps. and Sm. Caps.) About 11 lb.

RESIDENCE
MONARCHS

10 A, 18 a. 18 POINT (Caps. and Sm. Caps.) About 8½ lb.

BRITISH MANSE
DUTCH GARDEN

14 A, 28 a. 12 POINT (Caps. and Sm. Caps.) About 6½ lb.

HANDSOME BROCHURE
BRIGHOUSE MUSEUMS

24 A, 36 a. 10 POINT (Caps. and Sm. Caps.) About 5 lb.

DESIRABLE PRINTING MATERIAL
FROM STEPHENSON, BLAKE & CO.

32 A, 52 a. 6 POINT (Caps. and Sm. Caps.) About 3 lb.

PIANOFORTE RECITAL BY MASTER HERICKSON
PROCEEDS TO BIRMINGHAM CHARITIES
SATURDAY MORNING, NOVEMBER 23RD, 1912

32 A, 56 a. 5 POINT on 6 POINT (Caps. and Sm. Caps.) About 2 lb.

DESCRIPTION OF CHRISTMAS NOVELTIES AND BIRTHDAY PRESENTS
DELICATELY PERFUMED EASTERN TOILET PREPARATIONS
ENGRAVINGS AND DRAWINGS OF BRITISH MONUMENTS AND CASTLES

## LINING SPARTAN EXTRA BOLD.

7 A, 12 a. 24 POINT (Caps. and Sm. Caps.) About 11 lb.

MARGARINE
DESIRABLE

10 A, 18 a. 18 POINT (Caps. and Sm. Caps.) About 8½ lb.

DANISH REPORT
PERFORMANCES

16 A, 28 a. 12 POINT (Caps. and Sm. Caps.) About 6 lb.

ELABORATE SPECIMEN
NORTHERN PRINTERIES

24 A, 40 a. 10 POINT (Caps. and Sm. Caps.) About 5 lb.

GENUINE CLEARANCE BARGAINS
DONATIONS FOR MARCH £280

36 A, 64 a. 6 POINT (Caps. and Sm. Caps.) About 3 lb.

THIS SPARTAN FAMILY IS CAST THROUGHOUT
ON POINT TITLE LINE, THUS ENSURING
ACCURACY IN LINING TOGETHER ALL BODIES

36 A, 60 a. 5 POINT on 6 POINT (Caps. and Sm. Caps.) About 2 lb.

JUSTIFICATION IS NOT REQUIRED FOR THE FOUR SMALLEST FACES
WHICH LINE AUTOMATICALLY ON SAME BODY
POINT LINE DIAGRAMS FURNISHED GRATIS TO ALL PRINTERS

*Spaces and Quads are sent with Founts (at space and quad price) unless otherwise ordered.*


NORMAN BURNSIDE & COMPANY

HAVE MUCH PLEASURE IN SUBMITTING TO THEIR CLIENTS
THIS CATALOGUE SHOWING ILLUSTRATIONS OF THE NEW

COURT MODELS

WHICH HAVE BEEN SELECTED BY THEIR REPRESENTATIVE
FROM THE LATEST PRODUCTIONS OF LONDON AND PARIS

NORTH STREET EMPORIUM, HEREFORD

## ENGLISH ROSE SOCIETY

TENANTS OF GARDENS
AND ALLOTMENTS ARE
FREE EXHIBITORS

# PROGRAMME

OF ANNUAL

# EXHIBITION

MEMORIAL BUILDING, BRADFORD

FRIDAY & SATURDAY, SEPT. 27 & 28, 1912

## MENU

JUNE 25

MOCK TURTLE SOUP
SCOTCH BROTH

SIRLOIN OF BEEF
ROAST AND BOILED
MUTTON
BOAR'S HEAD

GOOSEBERRY TART
WINE JELLY

CHEESE AND SALAD

CLARENCE HOTEL
SHEFFIELD

THOMAS DENTON
FRED. S. MARKHAM

**DENTON & MA**

ESTATE AGEN

23 SOUTHAMPTON STREET
EASTBOURNE

TELEPHONE No. 25 — ESTABLISHED 1863

## FRANCIS ROBERTS

BURNHAM STREET, MANCHESTER

SUPERIOR
ARTISTS' MATERIALS

HIGH-CLASS
DECORATOR

HERBERT MARSDEN
MANAGER

CHARLES HARRISON
SECRETARY

ERNEST ROBERTS
TREASURER

## BRITISH PRINTING HOUSE

SCHOOL BOOKS
TECHNICAL WORKS
OFFICE BOOKS

**BOOKS**

INVOICE FILES
TYPISTS' SUPPLIES
JOB PRINTING

REQUISITES FOR CORRESPONDENCE SCHOOLS

TELEPHONE Nos. 328 & 2590
TELEGRAMS: BOOKS, BOURNEMOUTH

BOURNEMOUTH

STEPHENSON, BLAKE & Co. — SIR CHARLES REED & SONS.

## LINING ATHENIAN.

7 A. 30 POINT. About 8 lb.

HANDSOME SPECIMEN

10 A. 24 POINT. About 7 lb.

STEPHENSON, BLAKE & CO.

ENGLISH DESIGN

14 A. 20 POINT. About 6 lb.

RUSTIC HOMES

PRINTER

18 A. 18 POINT. About 6 lb.

EMINENT FRENCH

DECORATOR

18 A. 16 POINT. About 5 lb.

AMERICAN METHODS

NEW STYLES

24 A. 12 POINT. About 4 lb.

BIRMINGHAM COMPANIES

ANNUAL MEETING

18 A, 26 A. 10 POINT (CAPS. AND SM. CAPS.) About 5 lb.

POPULAR ATHENIAN SERIES

ON POINT BODIES

24 A, 36 A. 8 POINT (CAPS. AND SM. CAPS.) About 4 lb.

FACILITATES ACCURATE ALIGNMENT

APPROVED POINT TITLE LINE

28 A, 40 A. 6 POINT (CAPS. AND SM. CAPS.) About 2½ lb.

DEMONSTRATING PLAINLY THE CONVENIENCE, ECONOMY AND

ADAPTABILITY CLAIMED FOR THE AMERICAN POINT SYSTEM

## LINING ATHENIAN CONDENSED.

14 A. 24 POINT. About 5 lb.

GARDEN PRODUCE

MERCHANTS

18 A. 18 POINT. About 4 lb.

FASHIONABLE COSTUME

SPRING NOVELTIES

24 A. 16 POINT. About 4 lb.

ENTERPRISING PRINTERS

ORDER FOUNTS

32 A. 12 POINT. About 3 lb.

SAMPLE BOXES POINT LINE TYPE

SENT ON APPLICATION

40 A. 10 POINT. About 3 lb.

CHANDLER & PRICE PLATEN MACHINE

STOCKED IN LONDON

48 A. 8 POINT. About 2 lb.

STEPHENSON, BLAKE & CO., LETTER FOUNDERS

SHEFFIELD AND LONDON

*Small Job Founts are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING ATHENIAN EXPANDED.

REGISTERED No. 427452.

5 A. 42 POINT. About 16 lb.

PRINTERS

5 A. 36 POINT. About 12 lb.

REFURNISH

7 A. 30 POINT. About 10 lb.

YOUR OFFICES

9 A. 24 POINT. About 8 lb.

MODERN PRODUCT

14 A. 18 POINT. About 7 lb.

ECONOMIC ENTERPRISE

20 A. 14 POINT. About 6 lb.

DETAILED CATALOGUE FREE

22 A. 12 POINT. About 5 lb.

INTRODUCTION FURNISHED

30 A. 8 POINT. About 3 lb.

LATEST DEVELOPMENT POINT LINING SYSTEM

28 A. 10 POINT. About 4 lb.

CONTEMPORARIES MANUFACTURE

30 A, 40 A. 6 POINT (CAPS. AND SM. CAPS.) About 3 lb.

COMPETITIVE ADVERTISEMENTS ENTIRELY REVOLUTIONISED

CAPITALS AND SMALL CAPITALS

29 BUCKLERSBURY, E.C. FACTORY: BRISTOL.

RICHARD SCRIVENER,

SOLE AGENT FOR THE

SPEEDY PHOTOGRAPHIC FILMS.

LONDON, .....

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING LATIN.

5 A. 60 POINT. About 12 lb.

RESIGN

9 A. 36 POINT. About 8 lb.

PENSIONER

18 A. 24 POINT. About 6 lb.

POINT LINE TYPE

40 A. 12 POINT. About 4 lb.

CORRECT AMERICAN SYSTEM

7 A. 48 POINT. About 10 lb.

EDITIONS

12 A. 30 POINT. About 7 lb.

NORTH DEVON

26 A. 18 POINT. About 5 lb.

FRENCH BIOGRAPHIES

44 A. 10 POINT. About 3 lb.

NOVELTIES IN PRINTING MATERIAL

50 A. 8 POINT. About 2 lb.

REPORTS ON NATIONAL EDUCATION IN 1906

## LINING LATIN EXPANDED.

5 A, 6 a. 36 POINT. About 12 lb.

MINOR
Homes

14 A, 18 a. 18 POINT. About 8 lb.

USEFUL SERIES
Desirable Method

32 A, 44 a. 10 POINT. About 5 lb.

MODERN LABOUR SAVING
Novelties for Printers
By Stephenson, Blake & Co.

9 A, 12 a. 24 POINT. About 10 lb.

MEDICATED
Perfumery

24 A, 32 a. 12 POINT. About 6 lb.

PERIODICAL NOTICES
Farming Returns
Epitaphs in Bedfordshire

40 A, 50 a. 8 POINT. About 4 lb.

HANDY POINT LINE DIAGRAMS
May be had from Sheffield,
Or 33 Aldersgate Street, London.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING EXPANDED.

20 A. 18 POINT. About 8 lb.

STEPHENSON, BLAKE & Co.
SHEFFIELD & LONDON

30 A. 12 POINT. About 6 lb.

FURNISH PRINTING OFFICES UPON
LABOUR SAVING PRINCIPLES

36 A. 10 POINT. About 5 lb.

SUPERIOR TYPE,
ORNAMENTS
AND BORDERS

30 A, 40 a. 8 POINT (Caps. and Sm. Caps.) About 5 lb.

AMERICAN SYSTEM
ACCURACY IS GUARANTEED
IN EVERY DETAIL

48 A. 6 POINT. About 2 lb.

LETTER FOUNDERS, SHEFFIELD
LONDON PREMISES:
33 ALDERSGATE STREET, E.C.

SUPERIOR LACES
OF DESIRABLE WIDTHS,
AND MOST SUPERB
EMBROIDERIES
IN THE LATEST DESIGNS.

CHESTERFIELD & COMPANY,
REGENT ST., LONDON.

## LINING EXPANDED, No. 2.

30 A, 44 a. 12 POINT. About 10 lb.

HAMILTON COMPANY'S LABOUR SAVING
American Cases, Cabinets, Furniture, &c.

36 A, 54 a. 10 POINT. About 8 lb.

CHANDLER & PRICE Co.'s PRESSES AND CUTTERS
Stitching and Punching Machines by Various Makers

42 A, 64 a. 8 POINT. About 6 lb.

STEEL FURNITURE, MADE TO CORRECT AMERICAN STANDARD
In Sheffield, with the Greatest Accuracy and of Superior Finish

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# REED'S LINING WIDE ROMAN.

9 A, 12 a. 24 POINT. About 10 lb.

Types need a generous white space not only without those

LINING WIDE ROMAN

14 A, 18 a. 18 POINT. About 8 lb.

Types need a generous relief of white space not only within but without each character

HANDSOME DISPLAY SERIES

24 A, 32 a. 12 POINT. About 7 lb.

Types require a generous relief of white space both within and without all the

MODERN NAMES

32 A, 44 a. 10 POINT. About 5 lb.

Types require a generous relief of white space both within and without each character to give proper value to their broadest

TASTEFUL PRINTINGS

36 A, 44 a. 8 POINT. About 4 lb.

Types need generous relief of white space both within and without each character, to give proper value to the black lines, and every reader notices

STEPHENSON, BLAKE & Co.

36 A, 44 a. 6 POINT. About 3 lb.

Types require a generous relief of white space not only within but without each character, to give proper value to their black lines. Every reader notices that a display line in condensed type is not so

LETTER FOUNDRY, SHEFFIELD

BEST WORK.

ROBINSONS,

Photographers,

BIRMINGHAM.

Fair Prices.

MASTERMAN BROTHERS

are now showing their

New Fashions in

GLOVES

selected from Leading

Manufacturers.

urlington Arcades, Brighton.

MISS GRANT.

The Cedars,

Normanton.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING WINDSOR.

Regd. No. 427900.

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5 A, 6 a. 72 POINT. About 36 lb.

# NUMBERS
# Reduction

5 A, 6 a. 60 POINT. About 28 lb.

# HUNGARIAN
# Contrivance

5 A, 10 a. 48 POINT. About 23 lb.

# BOURNEMOUTH
# Manufacturers

9 A, 16 a. 36 POINT. About 22 lb.

# NORTHERN HERALD
# Insurance Policies
# Holiday Arrangements

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WINDSOR.

Regd. No. 427900.

PROPERTY OF
Technical School

16 A, 34 a. 24 POINT. About 18 lb.

**BOLD ADVERTISEMENT DISPLAY**
**American Point Lining System**
**Tabular Composition Revolutionised**

48 A, 100 a. 12 POINT. About 12½ lb.

**The WINDSOR Series when displayed is unequalled for the clear and telling effect which is required in the production of ATTRACTIVE PRINTING**

56 A, 114 a. 10 POINT. About 10 lb.

**The WINDSOR Series is of very important interest to the Printer who does work for Advertisers, that increasing class of modern business men who value new and STRIKING TYPE FACES**

68 A, 150 a. 8 POINT. About 8 lb.

**The WINDSOR Series is supplied at prices which put it within the reach of small as well as large printers. In this respect it compares favourably with certain other series of British and American origin. £123**

**WINDSOR CAPITALS FOR HEADINGS**

70 A, 150 a. 6 POINT. About 5 lb.

**WINDSOR SERIES IN GREATER BRITAIN.**

**AUSTRALIA.—Alex. Cowan & Sons, Ltd., Melbourne and Sydney; Webster & Co. Ltd., Brisbane.**
**NEW ZEALAND.—Whitcombe & Tombs, Ltd., Wellington, Christchurch and Dunedin.**
**INDIA.—Oakes & Co. Ltd., Madras.**
**SOUTH AFRICA.—Charles H. Lamb, Capetown.**
**CANADA.—British Type Founders' Agency, Limited, 70 Pearl Street, Toronto.**

12 A, 24 a. 30 POINT. About 20½ lb.

**EFFECTIVE DESIGN**

36 A, 72 a. 14 POINT. About 13 lb.

**The WINDSOR Series is now strengthened by the introduction of this size, which fills a gap in gradation, and which will be found of the utmost utility**

**FOUNTS NOW READY**

30 POINT.

**Popularity Unsurpassed**

24 A, 54 a. 18 POINT. About 15 lb.

**TWENTIETH CENTURY PRODUCTION**
**Printers admire the distinguished appearance of the Windsor Family, now obtainable in Solid, Outline, Condensed, and Elongated**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WINDSOR OUTLINE.

(Regd. No. 427900.)

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3 A, 4 a. 72 POINT. About 22 lb.

DELIGHTS
Customers

3 A, 4 a. 60 POINT. About 20 lb.

HARMONISE
Two Colours

3 A, 6 a. 48 POINT. About 15 lb.

CHOICE DESIGN
Pleasing Result

7 A, 12 a. 36 POINT. About 14 lb.

SUPERIOR PRINTING
Prominence Ensured

## LINING WINDSOR OUTLINE.

(Regd. No. 427900.)

8 A, 16 a. 30 POINT. About 13 lb.

LINING WINDSOR FAMILY

**Solid—Outline—Condensed—Elongated**

10 A, 20 a. 24 POINT. About 12 lb.

THIS WINDSOR Outline is cast to fit Windsor Solid

16 A, 36 a. 18 POINT. About 10 lb.

PRINTERS HAVING Windsor Solid should now order the Outline for Two Colour Work

1104

CHANDLER PRESSES

WRITE FOR BOOKLET EXPLAINING THE ECONOMICAL WORKING ADVANTAGES OF CHANDLER & PRICE GORDON PLATENS.

STEPHENSON, BLAKE & Co.

AND

Sir Charles Reed & Sons.

SHEFFIELD. LONDON.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING WINDSOR CONDENSED.

**Registered No. 453879.**

5 A, 10 a. 60 POINT. About 26 lb.

# BODY & JOB TYPE

# Old and New Series

## STEPHENSON, BLAKE & CO.

52 A, 100 a. 14 POINT. About 13 lb.

THE phenomenal popularity achieved by our Series of Lining Windsor has created an irresistible demand for a Condensed Letter in the same style, and we have very much pleasure in submitting this companion series of LINING WINDSOR CONDENSED, which is complete in twelve sizes, ranging from 6 to 72 Point.

SHOULD BE IN EVERY PRINTING OFFICE.

### WINDSOR CONDENSED IN GREATER BRITAIN.

AUSTRALIA. . .
Alex. Cowan & Sons, Limited, Melbourne and Sydney.
Webster & Co., Ltd., Brisbane.

NEW ZEALAND.
Whitcombe & Tombs, Ltd., Wellington, Christchurch and Dunedin.

INDIA. . . . . .
Oakes & Co., Ltd., Madras.

SOUTH AFRICA.
C. H. Lamb, P.O. Box 382, Capetown.

CANADA. . . . .
British Type Founders' Agency, Ltd., 70 Pearl Street, Toronto.

LETTER FOUNDERS, **Sheffield and London.**

7 A, 14 a. 48 POINT. About 23 lb.

# Supplied on American

# POINT LINING SYSTEM

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WINDSOR CONDENSED.

**Registered No. 453879.**

64 A, 130 a. 12 POINT. About 12½ lb.

**BEGINNERS SHOULD NOTE that we now supply Complete Printing Outfits in the latest American Style, including all Body and Jobbing Founts on a Uniform Lining System.**

100 A, 200 a. 8 POINT. About 8½ lb.

**BEGINNERS SHOULD NOTE THIS FACT that we regularly supply Complete Printing Outfits in the Latest American Style, including Chandler & Price Platen Machines, Hamilton Cases, Cabinets, &c., and Body and Jobbing Founts cast on a Uniform Lining System, enabling them to be used together in any combination without fudging.**

**FURNISH ON UP-TO-DATE METHODS**

12 A, 24 a. 36 POINT. About 22 lb.

**STEPHENSON Blake & Co. can**

24 A, 50 a. 24 POINT. About 18 lb.

**SUPPLY ALL FOUNTS On American Point Line**

5 A, 10 a. 72 POINT. About 33 lb.

**POINT BODY Line and Set**

72 A, 150 a. 10 POINT. About 10 lb.

**BEGINNERS SHOULD NOTE THE fact that Outfits include not only Lining Body and Jobbing Founts, but also American Pattern Labour Saving Machinery and Office Fittings, on view in London at**

**33 ALDERSGATE STREET, E.C.**

110 A, 220 a. 6 POINT. About 5 lb.

**BEGINNERS SHOULD NOTE THE FACT THAT WE supply everything for the Progressive Printer, and that our Complete Outfits embody the latest American improvements and labour-saving devices. Both time and money are saved by the use of our Point Lining Type in conjunction with Hamilton Polished Wood Cabinets, which economise space and labour while embellishing an office, and Chandler & Price Gordon Platen Machines, the best of their class.**

36 A, 74 a. 18 POINT. About 16 lb.

**THE UP-TO-DATE PRINTER desiring Latest Improvements should write for Sample Types**

18 A, 40 a. 30 POINT. About 21 lb.

**LABOUR SAVING Point Line System**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING WINDSOR ELONGATED.

**Registered No. 479817.**

5 A, 6 a. 72 POINT. About 21 lb.

# PRINTED SPECIMENS
# Windsor Elongated

5 A, 8 a. 60 POINT. About 17 lb.

# RECOGNISED RESOURCES
# Stephenson, Blake & Co.

7 A, 12 a. 48 POINT. About 15 lb.

# MODERN REGISTERED DESIGNS
# Economic American Methods

9 A, 18 a. 36 POINT. About 12 lb.

# GUARANTEED OF BRITISH MANUFACTURE
# Stocks held in Sheffield and London

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WINDSOR ELONGATED.

**Registered No. 479817.**

18 A, 36 a. 24 POINT. About 10 lb.

**PLEASING RESULTS OBTAINED WITH LINING WINDSOR FAMILY**

**Quartette of Popular Series for Modern Artistic Printing**

12 A, 22 a. 30 POINT. About 11 lb.

**HANDSOME TWENTIETH CENTURY PRODUCTIONS**

**Material and Workmanship of Highest Quality**

24 A, 50 a. 18 POINT. About 8 lb.

**LINING WINDSOR ELONGATED MUST appeal to Printers as a useful member of the highly popular Windsor Family**

44 A, 90 a. 12 POINT. About 6 lb.

**WINDSOR ELONGATED COMPLETES THE FAVOURITE Lining Windsor Family, and Printers will appreciate the convenience of having such a popular character in various widths, all cast on American Point Line. £1234567890.**

32 A, 64 a. 14 POINT. About 7 lb.

**LINING WINDSOR ELONGATED IS CAST POINT Body, Line and Set, working in harmony with the other three members of the Windsor Family**

44 A, 90 a. 10 POINT. About 5 lb.

**LINING WINDSOR ELONGATED IS THE LATEST MEMBER OF the Windsor Family, and Printers will appreciate the convenience of having so popular a character in various widths, especially as all the four series are cast on the American Point Lining System**

# The WINDSOR FAMILY

PRACTICAL EXAMPLE of the Windsor Family shown in Display Form with Manx Outline Border.

COMPLETE IN FOUR SERIES, ALL ON POINT LINING SYSTEM.

**Stephenson, Blake & Co.**
and
**Sir Charles Reed & Sons.**

**WINDSOR Elongated.**
**WINDSOR Condensed.**
**WINDSOR Solid.**
**WINDSOR Outline.**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING DE VINNE.

5 A, 6 a. 60 POINT. About 27 lb.

# COMPOSITION rendered easy

48 A, 100 a. 12 POINT. About 12 lb.

UNDIMINISHED POPULARITY
OF DE VINNE SERIES
EFFECTIVE AND DURABLE

64 A, 134 a. 10 POINT. About 10 lb.

THE POINT LINING SYSTEM AFFORDS
ECONOMICAL AND
LABOUR SAVING ADVANTAGES

5 A, 10 a. 48 POINT. About 23 lb.

# ROMAN Series De Vinne

CRESCENT N WARFARE.

I looked upon his —but not to claim
Of guilt or fear earth-born treasure,
He stood as prou ild a vaunting name,
As even o'er des in tents of pleasure.
at the way is smooth,
the thorns are roses;

There was a que wishful eye of youth
A spirit that co unny beam reposes;—
The deadliest for sterner work to do,
And dared it for hy passage through:
gulfs are burning—
here is no returning.

Printing Offices Furnished by
Modern Methods
Stephenson, Blake & Co.

The Manipulation of Types and Borders is a
pleasure when cast on
the American Point Lining System

5 A, 10 a. 54 POINT. About 26 lb.

# THE AMERICAN Lining System

# LINING DE VINNE.

14 A, 32 a. 30 POINT. About 20 lb.

COMPLETE PRINTING OFFICES
Equipped on Latest Methods

9 A, 16 a. 36 POINT. About 20 lb.

PRINTERS' FURNISHERS
Stephenson, Blake & Co.

18 A, 40 a. 24 POINT. About 18 lb.

THE MAGNIFICENT PROMENADES
Roman Buildings suggestive of
Architectural Grandeur

28 A, 60 a. 18 POINT. About 15 lb.

EXHIBITION OF WATER COLOUR PAINTINGS
Subscribers Tickets Free on Application
Splendid Representations of several Old Masters

40 A, 80 a. 14 POINT. About 14 lb.

AMERICAN POINT LINE IS THE SYSTEM FOR PRINTERS
Types and Borders are Justified Rapidly and Easily
Labour Saving, Economical and Accurate

72 A, 150 a. 8 POINT. About 8 lb.

COMPLETE PRINTING OFFICES FURNISHED ON LATEST AND APPROVED METHODS

Highest quality type, cast on the American point lining system by Stephenson, Blake & Co., who are agents for the world renowned Hamilton Manufacturing Company's space-saving cabinets, cases and material; also for the Chandler & Price Company's Gordon platens and cutters, all of which are on view at their London Showrooms, 33 Aldersgate Street

72 A, 150 a. 6 POINT. About 5 lb.

CONVINCING ARGUMENT WHY EVERY PRINTER SHOULD FAVOUR THE DE VINNE SERIES CAST ON THE AMERICAN POINT LINING SYSTEM

The De Vinne Series prints clearly, wears well, and makes exceptionally sharp, durable electros. Advertisers who prefer the Old Style character, will find in this Series an exceedingly useful variation, and the reading public will be impressively attracted by advertisements when set in this characteristic letter, while the still increasing demand has now established it as a permanent type fashion. An examination of the printed matter produced by printers of all classes will be sufficient evidence of the foregoing

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING DE VINNE CONDENSED.

5 A, 12 a. 60 POINT. About 26 lb.

# CONDENSED TYPES for Effective Display

7 A, 16 a. 48 POINT. About 22 lb.

# POINT SYSTEM Type or Borders

20 A, 44 a. 30 POINT. About 20 lb.

## COMPLETE PRINTING Offices furnished on the most approved methods

40 A, 82 a. 18 POINT. About 17 lb.

**PRINTERS SHOULD NOT HESITATE TO adopt the American Point Lining System in its entirety. They will be amply repaid**

80 A, 150 a. 10 POINT. About 10 lb.

**THE PRIME OBJECT OF ALL PRINTED MATTER IS TO attract attention. How to secure this and thereby add to its value is the study of progressive printers who strive to meet the demands for the best in modern typography**

88 A, 186 a. 6 POINT. About 5 lb.

**IF YOU ADOPT THE AMERICAN POINT SYSTEM ENTIRELY THROUGHOUT YOUR COMPOSING Department, including all Types, Borders, Rules, Leads, Clumps and Justifying Material, you will soon recoup yourself for the extra expense, as the Lining System is a great saver of time and labour, besides being absolutely accurate, thus proving more profitable and economical than the Old System which has no particular standard wherewith to recommend itself to the compositor to work upon**


MADE ACCURATELY TO THE AMERICAN POINT STANDARD

**Steel = = Furniture**

Manufactured in Sheffield, the . . Home of Steel. .

SOME OF THE ADVANTAGES DERIVED BY USING STEEL FURNITURE.

Saves space in the office.
Formes are lighter and truer, and are more securely locked up.
Ensures greater accuracy, especially in colour work.
Does not rise on the machine.
Practically indestructible.
Makes six times as much blank space as equal weight of metal furniture in less time.

Full particulars as to prices and assortments will be gladly forwarded by

**Stephenson, Blake & Co.**

SHEFFIELD AND LONDON.

## LINING DE VINNE CONDENSED.

7 A, 14 a. 54 POINT. About 26 lb.

# POINT LINING SERIES
# De Vinne Condensed

12 A, 24 a. 36 POINT. About 20 lb.

## FINE RESULTS may be obtained by using this 12

26 A, 54 a. 24 POINT. About 18 lb.

## MONEY EASILY SAVED and composing a pleasure by using Type cast on the American Lining System

64 A, 130 a. 12 POINT. About 12 lb.

HIGH-CLASS ADVERTISING IS CONCEDED to be, without a doubt, the keynote to success in the majority of commercial undertakings, and Stephenson, Blake & Co.'s Type will be found of material assistance in obtaining that effect which will catch the eye of the reader

100 A, 200 a. 8 POINT. About 8 lb.

PRINTERS SHOULD EMBRACE THE OPPORTUNITY AND make a bid for Art Work. Those who are eager to keep pace with the times, are invited to call at the London Warehouse of Stephenson, Blake & Co., 33 Aldersgate Street, E.C., and inspect the Chandler & Price Co.'s Gordon Platen Machine; Paper Cutters, Wire Stitching, and Punching Machines by various makers always on view. If too busy to call, full particulars will be forwarded on receipt of your trade card


## You Recognise

There is a difference between book and news paper, and between book and news ink, and you have to pay much more for the former than for the latter. Ink and paper are used but once.

**THERE IS A DIFFERENCE**

between best and worst type. Type is constantly in use, and if you can effect any saving of labour with it, the best kind is worth many times the worst.

Highest Quality Type, cast to the correct American Point Line Standard, labour saving and durable, is supplied by

**STEPHENSON, BLAKE & Co.**

Sheffield and London.

CONFER WITH US if you are about to re-organise your Office, or if you are about to start a new Printing Establishment. We shall be pleased to place ourselves at your disposal.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING DE VINNE ITALIC.

3 A, 6 a. 48 POINT. About 14 lb.

ROMAN Herdsman

5 A, 10 a. 36 POINT. About 13 lb.

PURSUING Exceptional

10 A, 22 a. 24 POINT. About 11 lb.

CONSIDERATION Established nearly fourteen years ago

18 A, 40 a. 18 POINT. About 10 lb.

HISTORICAL EVENTS Invention of Electricity Spanish=American War American Point Lining

24 A, 50 a. 12 POINT. About 6 lb.

EFFECTIVENESS SECURED BY using this popular Series. Cast on the American Point Lining System throughout, all bodies line together by justifying them with Point Lead

32 A, 64 a. 10 POINT. About 5 lb.

PRICES BASED ON GUESSED FIGURES The check for uncertain estimating is to keep records of every item of expense that enters into the work of all departments and comparing them with the estimates when job is finished, thus showing profit and loss at a glance 1234

36 A, 74 a. 8 POINT. About 4 lb.

PROGRESS OF PRINTING FROM MOVABLE TYPE There is, perhaps, no craft which has shown more interesting phases of development during the present decade than the printing business, and there has been a feeling that in some of its important sub=divisions there would be unparalleled progress in the near future

44 A, 96 a. 6 POINT. About 3 lb.

ITALIC CHARACTERS, WHICH ARE USUALLY CONSIDERED accessories of the Roman, have an origin quite independent of that letter, and are thought to be an imitation of the writing of Petrarch, being used by Aldus Manutius for the printing of most beautiful classics. Aldus produced six different sizes between 1501-1558

STEPHENSON, BLAKE & CO., LETTER FOUNDERS
Foundry: Sheffield
London Offices: 33 Aldersgate Street, E.C.

ALL TOURS SPECIALLY CONDUCTED.

Trip to
the town of
WATERFORD
and West Coast of
IRELAND

Arranged by
Travers, Ltd.

SPECIAL TOURS
ROUND THE WORLD.

For further particulars enquire within.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING LATIN ELONGATED.

7 A, 10 a. 72 POINT. About 25 lb.

STEPHENSON, BLAKE & Co.

American Point System

7 A, 10 a. 60 POINT. About 18 lb.

PRESENTMENTS

Encumbrances

9 A, 12 a. 48 POINT. About 15 lb.

NORTHUMBERLAND

£1234567890

Masonic Remains

12 A, 16 a. 36 POINT. About 12 lb.

NATIONAL MANUSCRIPT

Benedictine Memorial

24 A, 28 a. 24 POINT. About 10½ lb.

DESCRIPTIVE CALENDAR

Historical Literature

Developments of Science

36 A, 50 a. 18 POINT. About 8½ lb.

BOURNEMOUTH AND DORCHESTER

Democratic Representative

Preliminary Financial Statement

50 A, 70 a. 12 POINT. About 6 lb.

REPERTORY OF MATHEMATICAL TREATISES

Astronomy Notes published 1796

Anecdotes of Famous German Composers

60 A, 74 a. 10 POINT. About 5 lb.

BENEFIT BUILDING SOCIETIES IN MANCHESTER

Reminiscences of Eminent Contributors

Descriptive Catalogue of Household Furniture

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING BOLD LATIN CONDENSED.

5 A, 8 a. 72 POINT. About 33 lb.

# DIRECTORIES
# Merchandise

5 A, 8 a. 60 POINT. About 26 lb.

# BOLD PRINTING
# Advertisement

7 A, 14 a. 48 POINT. About 25 lb.

# MORNING CONCERTS
# Debenture Holders
# Committee of Enquiry

9 A, 20 a. 36 POINT. About 22 lb.

# NATIONAL CREMATORIUM
# Afternoon Performance
# Valuable Freehold Property

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING BOLD LATIN CONDENSED.

24 A, 50 a. 24 POINT. About 18 lb.

THE CHARACTER OF NAPOLEON BONAPARTE
Wrapped in the solitude of his own originality, he possessed that bold, independent and decisive mind

18 A, 37 a. 30 POINT. About 20 lb.

SWANSEA HORTICULTURAL SOCIETY
The Exhibition Committee announce two Competitions open to Amateur Gardeners

36 A, 68 a. 18 POINT. About 16 lb.

ELECTION ADDRESS TO THE RATEPAYERS OF ISLINGTON
Amongst the most important subjects which will in the future affect the welfare of the British nation as a whole, undoubtedly

60 A, 125 a. 12 POINT. About 13 lb.

SERIES OF BOLD LATIN CONDENSED
Attractive News Headlines are provided by using this letter, which is also suitable for the principal lines of Advertisements

68 A, 136 a. 10 POINT. About 10 lb.

THE FIGURES OF THIS SERIES BEING CAST on an en-quad body, will be found exceedingly effective in railway and every other description of tabular work, catalogues or price lists where bold figures are specially required £1234567890

80 A, 170 a. 8 POINT. About 8½ lb.

THE REPEATED HANDLING OF TYPES IS QUITE AS injurious as the impression of the press or machine. The wear of type in the composing room is far greater than is generally supposed; it is battered in distribution and composition, whilst the compositor inexperienced in planing a forme is universally recognised as the typefounder's friend

76 A, 160 a. 6 POINT. About 5 lb.

STEPHENSON, BLAKE & CO. AND SIR CHARLES REED & SONS Furnish Printing Offices with highest quality Type cast on the latest development of the American Point Lining System, time and space saving Material and Furniture to meet all requirements, Machinery of every description, including the world-famous Chandler & Price Gordon Presses and Cutters, Wire-Stitching and Eyeletting Machines


PRINTING OFFICE

FURNITURE

AND MATERIAL

Is unequalled for quality and finish when made by the world-renowned Hamilton Manufacturing Company.

DUST-PROOF CASES

WOOD LETTER CABINETS

DUST-PROOF COMPOSING FRAMES

CASE AND FORME RACKS

ELECTRO CABINETS

These are constructed on labour and space saving principles, and printers should inspect them at the Offices of

STEPHENSON, BLAKE & CO.,

33 Aldersgate St., London, E.C.

LETTER FOUNDRY: SHEFFIELD.

# LINING BOLD LATIN.

5 A, 10 a. 48 POINT. About 26 lb.

**MAGNIFICENT**
**Lining Series**

56 A, 114 a. 10 POINT. About 10 lb.

**NEW POINT LINE DIAGRAMS, Simple and Instructive, showing at a glance how to use Point Line Type, forwarded on application to Messrs. Stephenson, Blake & Co.**

68 A, 150 a. 8 POINT. About 9 lb.

**POINT LINE IS A TERM SIGNIFYING that the distance from the line to the edge of the Type measures a definite number of Points. All ordinary Body and Jobbing Founts which consist of Capitals and Lowercase are cast upon**

64 A, 135 a. 6 POINT. About 5 lb.

**POINT LINE IS A TERM SIGNIFYING THAT the distance from the line to the edge of the Type measures a definite number of Points. All Ordinary Body and Jobbing Founts which consist of capitals and lowercase are cast upon what is called Point Common Line. In this the depth of the beard varies in the case of the**

60 A, 125 a. 5 POINT. About 3 lb.

**POINT LINE IS A PHRASE SIGNIFYING THAT THE distance from the line to the edge of the type measures a definite number of points. All ordinary body and jobbing founts which consist of capitals and lowercase are cast upon what is called Point Common Line. In this the depth of beard varies in the case of the different bodies, being just sufficient to carry the descending sorts. The**

12 A, 24 a. 30 POINT. About 21 lb.

**BOLD LATIN**
**Durable Type**

18 A, 36 a. 24 POINT. About 19 lb.

**FORCEFUL AND attractive display in advertisements**

24 A, 50 a. 18 POINT. About 15 lb.

**A BUSINESS AXIOM Honest dealing creates many friends £123456**

48 A, 100 a. 12 POINT. About 13 lb.

**THIS EXCELLENT SERIES MAY be used with decided advantage in Advertisements, the Figures being clear and prominent £1234567890**

9 A, 16 a. 36 POINT. About 25 lb.

**AMERICAN SYSTEM**
**Correct Standard**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING WIDE LATIN.

5 A, 8 a. 42 POINT. About 28 lb.

ROMANTIC
Nominated

5 A, 6 a. 48 POINT. About 28 lb.

HEROINE
Remains

7 A, 10 a. 36 POINT. About 25 lb.

BIRMINGHAM
French Made

9 A, 12 a. 30 POINT. About 22 lb.

BEDFORDSHIRE
Garden Chairs

14 A, 18 a. 18 POINT. About 16 lb.

MODERN
Reforms

48 A, 60 a. 10 POINT. About 10 lb.

TYPE AND ORNAMENTS
American Point System

60 A, 80 a. 8 POINT. About 8 lb.

TYPOGRAPHICAL HARMONY
Colour Schemes Simplified

26 A, 40 a. 14 POINT. About 14 lb.

DEPARTMENTS
Consideration

40 A, 50 a. 12 POINT. About 12 lb.

WIDE LATIN SERIES
Suits Colour Work

48 A, 74 a. 6 POINT. About 5 lb.

AMERICAN MATERIAL ON VIEW
at 33 Aldersgate Street, London

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## REED'S LINING LATIN OLD STYLE.

5 A, 8 a. 60 POINT. About 25 lb.

RHENISH MUSIC
Health Resorts

7 A, 14 a. 48 POINT. About 25 lb.

ENGLISH ROMANCE
Handsome Mansion

7 A, 14 a. 42 POINT. About 22 lb.

NORMANTON EMPORIUM
Western Frontage
Modern French Design

9 A, 20 a. 36 POINT. About 21 lb.

MANCHESTER DISPENSARIES
Bournemouth Promenade
Estimates and Specifications

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# REED'S LINING LATIN OLD STYLE.

24 A, 50 a. 24 POINT. About 18 lb.

REVOLUTION IN TYPOGRAPHICAL DISPLAY
Acknowledgment of Modern Principles
Correct Interpretation of Original Designs

18 A, 37 a. 30 POINT. About 20 lb.

DIGNIFIED COMMERCIAL PRINTING
Appreciated by Manufacturers
Harmonious Borders and Ornaments

36 A, 68 a. 18 POINT. About 16 lb.

ASSOCIATION IS NECESSARY TO STANDARDISE PRICES
Which, by their Fairness and Stability, would
Benefit equally both the Manufacturer and the Consumer

60 A, 125 a. 12 POINT. About 13 lb.

BY THE ADOPTION OF FIXED PRICES Competition is shifted to quality and service; at equal prices those giving best value will secure the most orders

68 A, 136 a. 10 POINT. About 10 lb.

UNREGULATED COMPETITION LOWERS THE quality, reduces wages and degrades Commerce to individual bargaining, in which trickery and untruthfulness often secure better terms than those who would not use such base arguments

80 A, 170 a. 8 POINT. About 8½ lb.

REALLY EFFECTIVE STATIONERY IS NOT SO MUCH the matter of having high-priced paper and expensive copperplates, but simply the application of a little discretion in choosing the paper combined with a dignified type design, the type being specially chosen to meet the requirements of every individual customer's business

76 A, 160 a. 6 POINT. About 5 lb.

GREATER WORKING VALUE WILL BE FOUND IN A COMPLETE Series of well-graduated sizes, purchased in founts sufficiently large enough not to disappoint while working out of them, than anyone can possibly derive from a selection costing twice as much and made up of incongruous faces, each selected on account of its own particular merit

STEPHENSON, BLAKE & Co. and SIR CHARLES REED & SONS


Telegrams
Stephenson, London

Telephone Nos.
12393 Central and 3420 London Wall

London
33 Aldersgate Street, E.C.

STEPHENSON, BLAKE & Co.
AND
SIR CHARLES REED & SONS

LETTER FOUNDERS .·. WOOD LETTER CUTTERS .·. MANUFACTURERS OF BRASS RULE
OFFICES COMPLETELY FURNISHED WITH TYPE CAST ON THE POINT LINING SYSTEM

Letter Foundry: Sheffield London,

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## REED'S LINING BOLD GROTESQUE.

3 A, 4 a. 96 POINT. About 43 lb.

BRANCH
Moulds

3 A, 4 a. 72 POINT. About 30 lb.

PROGRESS
Advertise

4 A, 6 a. 60 POINT. About 24 lb.

RESOLUTIONS
Constructed

5 A, 10 a. 48 POINT. About 24 lb.

DISCRIMINATION
Nomenclature

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# REED'S LINING BOLD GROTESQUE.

9 A, 18 a. 36 POINT. About 22 lb.

SECONDARY EDUCATION
Executive Government

8 A, 16 a. 42 POINT. About 22 lb.

DISTINCTIVE SERIES
American Standard

12 A, 32 a. 30 POINT. About 21 lb.

INTERNATIONAL EXHIBITION
Manufacturers Represented

18 A, 38 a. 24 POINT. About 18 lb.

ADVERTISEMENT
Display Character

24 A, 50 a. 18 POINT. About 16 lb.

PRINTING OFFICES
equipped throughout

40 A, 80 a. 12 POINT. About 12 lb.

AMERICAN LINING SYSTEM
Facilitates Composition and
helps to increase the Output

52 A, 110 a. 10 POINT. About 10 lb.

AMERICAN POINT LINE SYSTEM
All Series Line readily with each
other, irrespective of size, when
justified together with point lead

52 A, 110 a. 8 POINT. About 8 lb.

THE AMERICAN POINT LINING SYSTEM
is thoroughly explained in a little leaflet,
which also shows by means of Diagrams
the method of justifying one size of type
with another to ensure perfect alignment

60 A, 120 a. 6 POINT. About 5 lb.

POINT LINE IS A TERM WHICH SIGNIFIES THAT
the distance from the line to the edge of a type
measures a definite number of points, and all
ordinary body and jobbing founts consisting of
Capitals and Lowercase are cast upon what is
universally recognised as Point Common Line

Stephenson, Blake & Co. and Sir Charles Reed & Sons regularly

FURNISH OFFICES THROUGHOUT

On the Latest and Most Approved Principles.

## REED'S LINING BOLD RUNIC.

5 A, 8 a. 60 POINT. About 26 lb.

# MENSURATION
# Performances

7 A, 12 a. 48 POINT. About 25 lb.

# GRAND CONCERTS
# Dramatic Recital

9 A, 16 a. 42 POINT. About 22 lb.

# GOVERNMENT SECURITY
# Capital Investment
# Documentary Evidence

12 A, 24 a. 30 POINT. About 20 lb.

# FINANCIAL CORRESPONDENCE
# Branches in Edinburgh
# Northern Furnishing Company

# REED'S LINING BOLD RUNIC.

36 A, 68 a. 18 POINT. About 16 lb.

**STEPHENSON, BLAKE & Co. and SIR CHARLES REED & SONS**

**Highest Quality Type on the American Lining System**

**Printing Offices Completely Furnished on Modern Principles**

20 A, 40 a. 24 POINT. About 18 lb.

**AGENTS FOR HAMILTON CO.'S MATERIAL**

**Chandler & Price Co.'s Gordon Platens**

**Improved Metal Furniture and Quotations**

52 A, 114 a. 12 POINT. About 12 lb.

**The origin of our Type Bodies, and the nomenclature which has grown around them will remain shrouded in obscurity**

**INTRODUCTION OF TYPOGRAPHY**

68 A, 134 a. 10 POINT. About 10 lb.

**Properly to understand the important question of the Point System, it is necessary to go back to the earlier days of the nineteenth century, when the type founder worked absolutely and**

**INTRODUCTION OF THE POINT SYSTEM**

**ADVERTISEMENTS COMMAND ATTENTION**

**When Displayed in this Lining Series of**

# BOLD RUNIC

**SAMPLE BOXES OF TYPE**

**Explaining the Point System may be obtained from**

**STEPHENSON, BLAKE & Co. and SIR CHARLES REED & SONS.**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## REED'S LINING RUNIC ELONGATED.

4 A, 6 a. 96 POINT. About 30 lb.

# BRIGHT Series

6 A, 8 a. 72 POINT. About 25 lb.

# RUNIC ELONGATED Plain Character

5 A, 8 a. 60 POINT. About 18 lb.

# POINT LINING SERIES American Standard

9 A, 12 a. 54 POINT. About 26 lb.

# PRINTERS SHOULD SECURE Highest Grade Material

## REED'S LINING RUNIC ELONGATED.

14 A, 20 a. 30 POINT. About 13 lb.

**APPROPRIATE FOR NEWSPAPER HEADINGS**
**Condensed Series for Advertisements**

10 A, 14 a. 42 POINT. About 14 lb.

**PROMINENT SHEFFIELD FOUNDRY**
**Specimens of Modern Printing**

20 A, 32 a. 24 POINT. About 10 lb.

**LINING RUNIC ELONGATED**
**American Point System**

28 A, 40 a. 18 POINT. About 9 lb.

**ARTISTIC TYPOGRAPHIC DESIGNS**
**rapidly produced by using**
**Stephenson, Blake & Co.'s Type**

38 A, 50 a. 14 POINT. About 7 lb.

**ECONOMY IN MODERN PRINTING OFFICES**
**Facilitated by the Introduction of**
**Space and Labour Saving Wood Material**

36 A, 54 a. 12 POINT. About 6 lb.

**RUNIC ELONGATED FOR MAGAZINE DISPLAY**
**This Series affords excellent scope in**
**Headings or narrow measure Advertisements**

52 A, 64 a. 10 POINT. About 5 lb.

**DISTINCTIVE PRINTING QUICKLY ATTRACTS ATTENTION**
**Our Point Line Specimen Book contains many**
**Types and Borders which should please your Customer**

**FRAMES**

Reduce the
Expenses in your
Composing Room by using
**Dust Proof Cabinet Frames**
They hold more Cases than
Ordinary Frames and
are cleaner.

**ECONOMISE TIME**
Write at once for full particulars to
**Stephenson, Blake & Co.**

# LINING METROPOLE CONDENSED.

10 A, 18 a. 36 POINT. About 14 lb.

**HARMONIOUS DESIGNS Letterpress productions**

48 A, 94 a. 8 POINT. About 4 lb.

POINT LINE IS A TERM SIGNIFYING THAT the distance from the line to the edge of the type measures a definite number of Points. All ordinary body and jobbing founts which consist of capitals and lowercase are cast upon what is called Point Common Line. In this the depth of the beard varies in the case

18 A, 34 a. 24 POINT. About 11 lb.

**ECONOMICAL ADVANTAGE afforded by Point Line type Finish and accuracy proved**

24 A, 44 a. 18 POINT. About 8½ lb.

**THIS CONDENSED SERIES SHOULD find favour with printers desirous of obtaining an effective and useful letter with bold figures 1234567890**

32 A, 64 a. 12 POINT. About 6 lb.

SUITABLE FOR ADVERTISING, COMMERCIAL and other printing. Bold and striking in design and cast on the American Point Line System, its artistic effect and adaptability to the necessities of a modern printing office are self-evident 123

44 A, 84 a. 10 POINT. About 5½ lb.

EFFECTIVE, HIGH-CLASS ADVERTISING CATCHES THE eyes of readers. The primary object of printed matter is to attract attention, and this may best be done, not by using heavy and tasteless types, but by a more quiet and tasteful style of display, which, while showing a good variety of type, has the necessary amount of white space

**TO PRINTERS!**

**TO PRINTERS!!**

Complete Printing Offices furnished with the highest quality Type cast on the

**AMERICAN POINT LINE SYSTEM**

by Stephenson, Blake & Co., who are also agents for the world-renowned Hamilton Manufacturing Company's

**AMERICAN PRINTING MATERIAL**

which is space-saving and up-to-date in every detail; also the Chandler & Price Company's . . .

**GORDON PLATENS and CUTTERS,**

all of which may be seen at their London Showrooms.

**Stephenson, Blake & Co.,**

LETTER FOUNDERS,

**33 Aldersgate St., London, E.C.**

Foundry: Sheffield.

14 A, 24 a. 30 POINT. About 12 lb.

**PRINTING OFFICES FURNISHED on latest and approved methods**

56 A, 112 a. 6 POINT. About 3 lb.

FOUNTS OF FULL FACED CAPITALS WITHOUT LOWER case are cast on a line called Point Title Line, the beards provided for such faces being of course very shallow. Scripts, and other similar faces in which the descending sorts have very long tails, are cast on a line called Point Script Line. This line is much higher on the body than Point Common Line, the beards being

Two popular series which should find a place in all Printing Offices

# CHATSWORTH

AND

# Chatsworth Condensed

This style of letter forms an admirable substitute for the older Antiques and Clarendons, and both series are on Point Body, Point Line and Point Set

## STEPHENSON, BLAKE & CO.

and Sir Charles Reed & Sons

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING CHATSWORTH.

5 A, 6 a. 72 POINT. About 33 lb.

**PRICE Cards**

28 A, 54 a. 18 POINT. About 15 lb.

**MODERN DEVICES**
**Uniform Methods**

40 A, 80 a. 14 POINT. About 13 lb.

**ECONOMIC QUESTIONS**
**Save Time and Money**

48 A, 100 a. 12 POINT. About 12 lb.

**THIS CHATSWORTH SERIES**
**Popular with Clients**
**Requiring Tasteful Designs**

64 A, 120 a. 10 POINT. About 10 lb.

**Offices Completely Furnished**
**SIMPLE POINT LINING SYSTEM**
**Stephenson, Blake & Co.**

76 A, 154 a. 8 POINT. About 8 lb.

**CHATSWORTH FOR NEWSPAPER DISPLAY**
**Prominent Advertisement Series**
**Favoured by Monthly Magazine Printers**

72 A, 150 a. 6 POINT. About 5 lb.

**MATERIAL GUARANTEED TO CORRECT STANDARD**
**Detailed Estimates sent on Application**
**Highest Grade Woodwork of Every Description**

7 A, 12 a. 48 POINT. About 25 lb.

**REMINDS**
**Donation**

9 A, 16 a. 36 POINT. About 20 lb.

**MONUMENT**
**Easter Cake**

12 A, 24 a. 30 POINT. About 20 lb.

**CHATSWORTH**
**Useful Series**

18 A, 38 a. 24 POINT. About 18 lb.

**FRENCH GARDENS**
**Oriental Perfume**

5 A, 6 a. 60 POINT. About 26 lb.

**MERCHANDISE**
**Danish House**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING CHATSWORTH CONDENSED.

5 A, 8 a. 72 POINT. About 80 lb.

BRIGHT Design

7 A, 14 a. 48 POINT. About 23 lb.

EDINBURGH Steamship

12 A, 24 a. 36 POINT. About 22 lb.

BIOGRAPHERS Rustic House

18 A, 40 a. 30 POINT. About 22 lb.

PERSIAN CARPETS Sewing Machine

24 A, 44 a. 24 POINT. About 18 lb.

CHRISTMAS GREETING Household Furniture

36 A, 74 a. 18 POINT. About 16 lb.

BEAUTIFUL COUNTRY Residences within easy distance of Manchester

48 A, 90 a. 14 POINT. About 13 lb.

LINING CONDENSED SERIES forming useful companion to the ever popular Chatsworth

64 A, 130 a. 12 POINT. About 12 lb.

BOTH CHATSWORTH CONDENSED and Chatsworth will be found most useful in General Work 234567890

72 A, 150 a. 10 POINT. About 10 lb.

NEWSPAPER ADVERTISING ATTRACTS attention when the Chatsworth Family are introduced for the principal lines

96 A, 190 a. 8 POINT. About 8 lb.

PRINTERS SHOULD PROCURE THE CATALOGUES of Wood Material and Wood Letter now produced in Sheffield on the latest labour-saving principles

5 A, 10 a. 60 POINT. About 27 lb.

MODERN METHOD Eastern Branch

# Kentmere Gaslight Ivorettes

MEAN

**No Mounting, No Cockling**
**No Dark Room**
**No Trouble, No Waste**
**Wonderful Results**

Use Kentmere Gaslight Ivorettes for printing snap-shots, and develop with Kentmere Powder Developer.

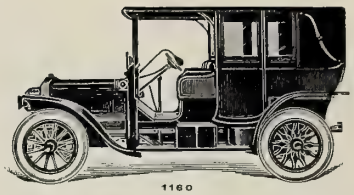
Kentmere Gaslight Ivorettes sold in **1/-** and **2/6** boxes, any size, any surface.

Kentmere Powder Developer sold in **9d.** bottles, enough for 200 prints.

Ask your dealer for them, or, if he does not stock, send direct to the mills and we will forward post free.

**KENTMERE LTD.,**
STAVELEY,
WESTMORLAND.

'Phone: 768 and 4590 East




Wires: "Autogarage London"

# MOTORS

LIMITED

**Supply all kinds of Motor Cars for Sale, or Hire by the hour, day or week. Competent and reliable Drivers ready any hour of the day or night on demand**

Motor Garage and Works:

**PORTSMOUTH SQUARE**
**LEYTONSTONE, E.**

YOUR DEALER CAN PROVE THAT

**RUDGE-WHITWORTH**
**BICYCLES**
POSSESS A WORLD-WIDE REPUTATION

**Music Rolls for all Piano Players**

*Including all the Latest Music, from 9d. per Roll.*

Write for Catalogue, stating name of your Piano Player—

THE MUSETTA PIANO PLAYER COMPANY,
83 New Oxford Street, W.; or 258-262 Holloway Road, N.

# Turog Bread

**Is the best Bread, and is best for you—Doctors and Scientists say so. But be sure it is TUROG, for by its special process of preparation all the nourishment of the Wheat is retained in TUROG Flour. It is light in crumb, cuts without crumbling, and keeps fresh for several days.**

OF BAKERS EVERYWHERE.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING BRITANNIC.

10 A, 18 a. 36 POINT. About 21 lb.

# STEPHENSON, BLAKE & Co.
# Sheffield and London

14 A, 28 a. 30 POINT. About 20 lb.

# PRINTING OFFICES FURNISHED
# Entirely on Modern Methods

20 A, 40 a. 24 POINT. About 18 lb.

# HIGHEST QUALITY TYPE AND BORDERS
# Cast on the American Point System

28 A, 64 a. 18 POINT. About 16 lb.

**CHANDLER & PRICE Co's**
**Platens and Cutters**

68 A, 140 a. 10 POINT. About 10 lb.

**STOCKED BY STEPHENSON, BLAKE & Co.**
**At 33 Aldersgate Street, London**
**Full particulars supplied on application**

52 A, 104 a. 12 POINT. About 12½ lb.

**HAMILTON MANUFACTURING Co.'s**
**Reliable Space-saving Material**

76 A, 150 a. 8 POINT. About 8 lb.

**ROUND CORNERING AND PUNCHING MACHINES AND WIRE-STITCHERS BY VARIOUS MAKERS**
**Printers should call and inspect for themselves**

ESTABLISHED 1875

**Steam Power**

Telephone: 93 BANK

**FRED. MORELAND & CO.**

**PRINTERS**

**Rathbone Square, LONDON, E.C.**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING BOLD BRITANNIC.

3 A, 6 a. 60 POINT. About 27 lb.

# PROMENADES
# Notice Board

5 A, 10 a. 48 POINT. About 24 lb.

# BRANCH HOUSES
# Modern Domain

9 A, 16 a. 36 POINT. About 21 lb.

# PROMINENT PRINTERS
# Order Best Faces
# Guaranteed Accurate

12 A, 24 a. 30 POINT. About 20 lb.

# FORCEFUL DISPLAY LETTER
# Bold Britannic Series
# Suitable in Election Work

# LINING BOLD BRITANNIC.

18 A, 36 a. 24 POINT. About 19 lb.

**USEFUL ORIGINAL MODERN DESIGN**
**Enhances Ordinary Printing**
**Bold Display in General Demand**

26 A, 50 a. 18 POINT. About 15 lb.

**BRITISH PRINTERS SHOULD PURCHASE**
**Composing Room Material on American System**
**Type Cast Point Body, Line and Set**

36 A, 70 a. 14 POINT. About 13 lb.

**STRIKING FACES NECESSARY IN EVERY PRINTING OFFICE**
**Small or Large Founts are readily Supplied**
**The Bold Britannic Series attracts many Admirers**

**WOOD LETTER**

**SPECIMEN BOOK**

Our Wood Letter is, with the exception of larger sizes, cut on End Grain Wood, and is of special accuracy, finish & durability—features which will appeal to Printers. For Specimens of Wood Letter, Ornaments and Borders, see our Book

**ON APPLICATION**

**FOR THE PRINTER**

44 A, 94 a. 12 POINT. About 12 lb.

**METAL IS GUARANTEED DURABLE in productions from our Foundry a fact of greatest importance to Printers who have large orders**

52 A, 110 a. 10 POINT. About 10 lb.

**PRINTERS OBSERVE HOW SUITABLE this series is for Advertisements and work requiring a Bold and Attractive appearance. Figures are 1234567890**

60 A, 130 a. 8 POINT. About 8 lb.

**ADVERTISEMENT PRINTERS CANNOT DO BETTER than order Bold Britannic Series for their work. Striking effects readily obtained with minimum amount of labour, reducing cost of production, pleasing Customers, and also increasing profits**

60 A, 130 a. 6 POINT. About 5 lb.

**PRINTERS IN DOUBT REGARDING THE ADAPTABILITY AND usefulness of this Original and Striking Letter should send at once for Booklet showing many Practical illustrations of every-day work entirely in the Lining Bold Britannic Series**

**Stephenson, Blake & Co. and Sir Charles Reed & Sons.**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING BRITANNIC ITALIC.

5 A, 12 a. 42 POINT. About 23 lb.

**HANDSOME MODES**
**Smart Costumes**

5 A, 10 a. 48 POINT. About 25 lb.

**MODERN DESIGN**
**Consideration**

7 A, 16 a. 36 POINT. About 22 lb.

**BRIGHT ADVERTISING**
**Increases Business**

10 A, 22 a. 30 POINT. About 20 lb.

**AMERICAN POINT SYSTEM**
**Accuracy Guaranteed**

16 A, 34 a. 24 POINT. About 18 lb.

**GOVERNMENT ADMINISTRATION**
**Hague Peace Conference**
**Royal Shakespearian Society**

# LINING BRITANNIC ITALIC.

24 A, 54 a. 18 POINT. About 16 lb.

**SPLENDID SERIES FOR ADVERTISEMENTS Especially when Used in conjunction with Lining Britannic and Bold Britannic**

44 A, 90 a. 12 POINT. About 13 lb.

**BRIGHT AND COMMANDING Effects rapidly produced by using the Britannic Family. Cast entirely on Point Line**

**DISTINCTIVE SERIES**

48 A, 100 a. 10 POINT. About 10 lb.

**THE LINING BRITANNIC FAMILY should be introduced wherever a striking effect is required. Cast throughout on the Point System the Series are interchangeable.**

**STANDARD GUARANTEED**

56 A, 130 a. 8 POINT. About 8 lb.

**THE LINING BRITANNIC ITALIC SHOULD be freely introduced wherever bold and striking effect is required. This Series being Cast on the Point System, readily lines with any Member of the Family by justifying varying sizes with Point Lead**

**ADVANTAGES OF LINING TYPE**

64 A, 134 a. 6 POINT. About 5 lb.

**THE BRITANNIC FAMILY SHOULD BE INTRODUCED where Bold and Striking Characters are required. Made of Highest Quality Metal and containing no Serifs, the Lining Britannic, Lining Bold Britannic and Lining Britannic Italic are admirably adapted for long runs on the Machine, such as would often be required when printing Drapery Catalogues, &c.**

**POINT SYSTEM FACILITATES OUTPUT**


# SUPERIOR SILKS

2/9 COLOURED TAFFETAS and GROS GRAINS. Coupes and Sample Lengths in all Shades. Price per yard 2/9

3/6 RICH PLAIN SILKS in the following Makes: Peau de Soie, Faille, Satin Mousseline. Price yer yard 3/6

1/8 SILK NINON, MARQUESITE AND VOILE. Splendid lot, all colours. About 5000 yds. Price per yard 1/8

**FROBISHER & MACKINTOSH**

**LINGERIE HOUSE, 195 REGENT SQUARE, LONDON, W.**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING GROTESQUE, No. 6.

9 A, 24 a. 36 POINT. About 23 lb.

# MODERN IMPROVEMENT

# The Nineteenth Century has made notable progress with

20 A, 40 a. 24 POINT. About 17 lb.

## NORTHUMBRIAN

Panoramic Views of Mountains and Rivers supplied on

28 A, 54 a. 18 POINT. About 15 lb.

## RECONSTRUCTIONS

American Point Line System only adopted throughout this book

48 A, 100 a. 12 POINT. About 12 lb.

GENIUS OF SHAKESPEARE

Many persons are very sensible of the effect of fine poetry on their feelings, who do not well know how to refer such feelings to their causes; and it always

68 A, 134 a. 10 POINT. About 10 lb.

THE GENIUS OF SHAKESPEARE

Many persons are very sensible of the effect of fine poetry upon their feelings, who do not well know how to refer these feelings

80 A, 174 a. 8 POINT. About 8½ lb.

HIS EXQUISITE POETICAL CONCEPTION

All his excellencies, like those of Nature herself, are thrown out together; and, instead of interfering with, support and recommend each other. A thousand slight harmonious touches and indications give

80 A, 174 a. 6 POINT. About 5 lb.

THE MOST EXQUISITE POETICAL CONCEPTIONS

Images and descriptions given with such brevity and introduced with such skill, greatly adorn the sense which they accompany. Although his sails are purple and perfumed, and his prow of beaten gold, they waft him more rapidly and directly than if they had been composed of baser material. All his excellencies, like those of Nature 1234567890

14 A, 34 a. 30 POINT. About 21 lb.

# INTERESTING REPRODUCTION

# Photographs Copied and Enlarged with Experience and Promptitude

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING GROTESQUE, No. 10.

(Reed's Grotesque, No. 6.)

9 A, 18 a. 42 POINT. About 23 lb.

# MORNING COSTUME
# Fashionable Materials

48 A, 100 a. 12 POINT. About 12 lb.

PLEASURES OF SCIENCE
Whilst contemplating the sad end of Burns more generous

68 A, 134 a. 10 POINT. About 10 lb.

UNCERTAINTIES OF FORTUNE
Whilst contemplating the sad end of Burns, more generous persons have often thought to themselves

80 A, 174 a. 8 POINT. About 8 lb.

MEANS OF ACQUIRING DISTINCTION
Whilst contemplating the sad end of Burns more generous persons have often thought to themselves, with a reproachful sorrow, that by counsel and friendly ministrations

80 A, 174 a. 6 POINT. About 5 lb.

MINOR PLANETARY AND TERRESTRIAL WORLDS
Whilst contemplating the very sad end of Burns, more generous persons have often considered to themselves, with a reproachful sorrow, that by counsel and friendly ministrations he might have been saved to himself and the world. But it seems dubious whether the richest

20 A, 40 a. 24 POINT. About 17 lb.

MANCHESTER
Popular Services
from Ship Canal

28 A, 54 a. 18 POINT. About 15 lb.

SOUTHERN SHORES
Frequent Train Service
between Edinburgh and
Eastbourne via London

44 A, 90 a. 14 POINT. About 13 lb.

BEAUTIFUL DEVONSHIRE
Charming and varied scenery
may be found in the vicinity of
old Clovelly, familiarly known
as England's Eden by the sea

14 A, 34 a. 30 POINT. About 22 lb.

NORTH HIGHLAND ROUTE
embraces many famous places
combining pleasure in Scotland

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING GROTESQUE, No. 8.

3 A, 4 a. 72 POINT. About 31 lb.

BOHEMIAN
Nominates

3 A, 6 a. 60 POINT. About 24 lb.

PRODUCTION
Lining Series

5 A, 10 a. 48 POINT. About 24 lb.

REMEMBRANCE
Popular Design

7 A, 14 a. 36 POINT. About 21 lb.

EVENING CONCERTS
Pianoforte Recitals

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING GROTESQUE, No. 8.

12 A, 24 a. 30 POINT. About 20 lb.

**STEPHENSON, BLAKE & CO.**
**Cast Superior Quality Type**

18 A, 36 a. 24 POINT. About 18 lb.

**ON THE AMERICAN LINING SYSTEM**
**Guaranteed Accurate to Standard**

26 A, 50 a. 18 POINT. About 16 lb.

**BY THE ADDITION OF new and artistic Types you help out new ideas**

44 A, 80 a. 12 POINT. About 12 lb.

**ADVERTISING IS NOW AN ART, dependent upon practice; it is a skilful combination of knowledge and capital £1234567890**

52 A, 110 a. 10 POINT. About 10½ lb.

**LENGTHY ARGUMENT UNNECESSARY. Good business men know that a neat, tasteful job of printing will attract the attention and inspire confidence £123**

60 A, 130 a. 8 POINT. About 8½ lb.

**HAVING TYPE ATTRACTIVE IN DESIGN IS HALF way towards good printing. You could hardly expect a builder to construct first class houses from the materials of old, dilapidated buildings**

60 A, 130 a. 6 POINT. About 5 lb.

**FOR MANY YEARS THIS USEFUL GROTESQUE SERIES HAS been in conspicuous usage in nearly every printing office, and is to-day as popular as ever. Its great legibility and effectiveness make it preferred in many places where the less easily read fancy letter would be unsatisfactory**

**This Series should appeal to . . .**

**A perusal of this book will be time well spent.**

**YOU**

**It contains some neat and attractive designs, for both Printer and Advertiser.**

**It is an Ideal . . Letter . for . . . Advertising**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING GROTESQUE, No. 9.

5 A, 10 a. 72 POINT. About 33 lb.

# RIGHT PRODUCE
# Recommended

5 A, 10 a. 60 POINT. About 26 lb.

# HANDSOME BORDER
# Moderate in Price

7 A, 14 a. 48 POINT. About 24 lb.

# CUSTOMERS DEMANDING
# High Grade Printing

12 A, 24 a. 36 POINT. About 22 lb.

# GROTESQUE SERIES NECESSARY
# Popular with General Public

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING GROTESQUE, No. 9.

24 A, 44 a. 24 POINT. About 18 lb.

**THIS HANDSOME SERIES OF LINING GROTESQUE**
**Cast throughout Point Body, Line and Set**

18 A, 40 a. 30 POINT. About 21 lb.

**AMERICAN METHODS AT BRITISH PRICES**
**Simple and Accurate Composition**

36 A, 74 a. 18 POINT. About 15 lb.

**GROTESQUE SERIES SHOULD form an important feature in Magazine Advertisement**

48 A, 90 a. 14 POINT. About 13 lb.

**ADVERTISERS FAVOUR GROTESQUES because of their great simplicity and readability in all kinds of work**

64 A, 130 a. 12 POINT. About 12 lb.

**PRINTERS FAVOUR GROTESQUES BECAUSE of their greater durability: there are no serifs to be bruised or hair-lines to gap**

72 A, 150 a. 10 POINT. About 10 lb.

**POINT LINE ENABLES THE COMPOSITOR EASILY to secure the Accurate Alignment of any one size with another without resorting to the use of card or paper. En Quad Figures 1234567890**

96 A, 190 a. 8 POINT. About 8 lb.

**THIS FINE GROTESQUE SERIES POSSESSES AN INDIVIDUALITY which will appeal to both Printers and Advertisers as being clearly cut, forceful and attractive, whilst embodying all the Latest Developments of the American Point Lining System.**

100 A, 200 a. 6 POINT. About 5 lb.

**PRINTERS WHO EXPERIENCE DIFFICULTY WITH FASTIDIOUS CUSTOMERS regarding the choice of Types to be used in their work will sometimes find it good policy to fall back on the Grotesque character which, amid the constantly changing Fashion in Typography, still finds favour with the general public, and promises to hold its own for years to come.**


**COMPLETE PRINTING OFFICES FURNISHED**

**Beginners should note the fact that we are regularly supplying Complete Printing Office Outfits, which embody all the latest American labour-saving devices in Type, Material and Machinery**

**WITH LABOUR-SAVING TYPE & MATERIAL**

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada; unless otherwise ordered, instead of the larger founts specified below.*

## LINING CONDENSED SANS SERIFS, No. 7.

5 A, 6 a. 84 POINT. About 24 lb.

# PERMANENT FASHION
# Demand Enhanced

5 A, 6 a. 72 POINT. About 21 lb.

# AMERICAN POINT SYSTEM
# Practical Achievement

5 A, 6 a. 60 POINT. About 16 lb.

# SPLENDID CONDENSED SERIES
# Useful Gradation of Sizes

10 A, 12 a. 48 POINT. About 15 lb.

# PRODUCTIVE ADVERTISEMENTS CREATED
# With Forceful and Attractive Letter

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING CONDENSED SANS SERIFS, No. 7.

20 A, 24 a. 30 POINT. About 12 lb.

DEVELOPMENT OF INTERESTING TERRITORIAL ARMY SCHEME
Proposals of the Government Carried by Large Majority

14 A, 16 a. 36 POINT. About 12 lb.

MANCHESTER ECONOMIC ASSURANCE CORPORATION
Representatives of British Theatrical Enterprise

24 A, 34 a. 24 POINT. About 10 lb.

BROMSGROVE HORTICULTURAL SOCIETY
Regulations of Metropolitan Police

40 A, 50 a. 18 POINT. About 10 lb.

ENGINEERING EXPERIMENTS AT PORTSMOUTH
Photographic Views of Mountain Scenery

48 A, 60 a. 14 POINT. About 8 lb.

OBSCURE IMAGININGS AND IMPERFECT DEDUCTIONS
The dogmatic speculations of former ages only exist at present in the prejudices of the vulgar. 1234567890

64 A, 90 a. 12 POINT. About 8 lb.

IMPROVEMENT IN LOCAL GOVERNMENT BOARD ADMINISTRATION
The dogmatic speculations of former ages only exist at present in the prejudices of the vulgar, or in circumstances 234567890

68 A, 94 a. 10 POINT. About 6 lb.

HAGUE PEACE CONFERENCE DISCOURSES ON INTERNATIONAL DISARMAMENT
The dogmatic speculations of former ages only exist at present in the prejudices of the vulgar, or in circumstances where, as if conscious of their weakness, they willingly keep themselves in the shade 67890

88 A, 120 a. 8 POINT. About 5 lb.

STEPHENSON, BLAKE & Co. AND SIR CHARLES REED & SONS, LETTER FOUNDERS
The dogmatic speculations of former ages only exist at present in the prejudices of the vulgar, or in circumstances where, as if fully conscious of their weakness, they willingly keep themselves in the shade. They also maintain themselves 1234567890


HIGH-CLASS, ARTISTIC

PRINTING

IS SELDOM SATISFACTORILY PRODUCED WITH INFERIOR MATERIAL.

STEPHENSON, BLAKE & Co. are continually furnishing Offices throughout on most approved methods, and with Material which cannot be excelled for quality.

TYPES and BORDERS are cast on the latest development of the American Point System, of highest quality metal.

FRAMES are built on space-saving principles, and combine strength with durability.

CASES embody all the modern ideas, including three-ply bottoms and best finish.

BRASS RULE entirely on Point Bodies, and a great variety of faces.

MACHINERY by the best makers, embracing Wharfedales, Platens, Cutters, &c.

BEGINNERS SHOULD ENTER INTO

CORRESPONDENCE

immediately with

STEPHENSON, BLAKE & Co.

And SIR CHARLES REED & SONS

Sheffield and London

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING CONDENSED SANS SERIFS, No. 5.

5 A, 6 a. 72 POINT. About 25 lb

# ELEGANT DESIGN
# Durable Material

7 A, 10 a. 48 POINT. About 17 lb.

FURNISHER
Harmonium

9 A, 12 a. 36 POINT. About 13 lb.

MEMORANDUM
Demonstration

14 A, 20 a. 24 POINT. About 9½ lb.

MORNING PERFORMER
Physical Deportment

24 A, 40 a. 18 POINT. About 8 lb.

STEPHENSON, BLAKE & Co.
have pleasure in submitting
this Favourite Series cast on

40 A, 60 a. 12 POINT. About 7 lb.

AMBITIOUS COMPOSITORS SHOULD
carefully study the various Specimens
issued by the Type Founder, as well as
the Advertisement pages £1234567890

48 A, 64 a. 10 POINT. About 5 lb.

TECHNICAL EDUCATION PROVES VALUABLE
when the student determines to overcome the
difficulties and to learn something of the Prin-
ciples and Theory of the Art Preservative, and

60 A, 85 a. 8 POINT. About 4 lb.

PUBLIC TASTE IS BEING SILENTLY EDUCATED AND
improved, and will not tolerate bad printing, thus giving
striking demonstration of this important progress in art.
The advertiser must command the attention of the public

5 A, 8 a. 60 POINT. About 26 lb.

# BRITISH PRODUCTION
# Everywhere Popular

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING CONDENSED SANS SERIFS, No. 10.

(Reed's Condensed Grotesque, No. 2.)

12 A, 16 a. 30 POINT. About 10 lb.

EMINENT HIBERNIAN PRODUCE MERCHANTS

Metropolitan Musical Society Regulations

ENGLAND

TOURING EXCURSIONS

EMBRACING THE

Cathedral Cities

Noted Ruins

AND ALL

PLACES OF HISTORIC INTEREST

AUTOMOBILES LIMITED

Kingsway Garage, London

16 A, 24 a. 24 POINT. About 9 lb.

CONDENSED SANS SERIFS

are popular because simplicity

28 A, 40 a. 18 POINT. About 8 lb.

CONDENSED SANS SERIFS HIGHLY

popular on account of their readability

48 A, 60 a. 14 POINT. About 7 lb.

CONDENSED SANS SERIFS ARE VERY POPULAR

because of their readability, and the Printer knows that in years to come they will ever hold a place

64 A, 90 a. 12 POINT. About 6 lb.

CONDENSED SANS SERIFS REMAIN POPULAR BECAUSE

of their readability, and the Printer knows that in years to come they will always hold a foremost place in Typography

68 A, 94 a. 10 POINT. About 5 lb.

CONDENSED SANS SERIFS ARE POPULAR BECAUSE OF THEIR

readability, and the Printer knows that in years to come they will ever hold a foremost place in Typography. There is room in every printing

88 A, 120 a. 8 POINT. About 4 lb.

CONDENSED SANS SERIFS ARE POPULAR BECAUSE OF THEIR READABILITY

and the Printer knows that in years to come they will always hold a foremost place in Typography. There is room in every printing establishment for several variations

10 A, 12 a. 42 POINT. About 12 lb.

DESIRABLE MODERN RESIDENCE

Handsome Parisian Ornaments

*Small Job Founts are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING CONDENSED SANS SERIFS, No. 1.

12 A. 36 POINT. About 11 lb.

**CONTINENTAL ENGRAVINGS**

16 A. 30 POINT. About 8 lb.

**ORIGINAL BORDERS AND NOVEL DESIGNS**

24 A. 24 POINT. About 6 lb.

**IMPROVED FACILITIES FOR DISPLAY COMPOSITION**

32 A. 18 POINT. About 5 lb.

**CONDENSED SANS SERIFS WILL ENHANCE AN ADVERTISEMENT**

48 A. 12 POINT. About 4 lb.

**ADOPT POINT SYSTEM THROUGHOUT AND ENSURE MATHEMATICAL PRECISION**

59 A. 10 POINT. About 3 lb.

**THESE FIGURES BEING CAST ON NUT QUAD BODIES ARE SUITABLE FOR TABULAR WORK 123456**

60 A. 8 POINT. About 2 lb.

**NEW POINT LINE DIAGRAMS MAY BE OBTAINED ON APPLICATION TO STEPHENSON, BLAKE & CO., AT SHEFFIELD OR LONDON**

52 A. 6 POINT. About 1 lb.

**COMPLETE PRINTING OFFICES FURNISHED WITH THE HIGHEST QUALITY TYPE CAST ON THE AMERICAN POINT LINING SYSTEM TYPES AND BORDERS ARE GUARANTEED CORRECT TO STANDARD**

52 A. 12 POINT LINING CONDENSED SANS SERIFS, No. 3. About 4 lb.

**OFFICES PLANNED AND FITTED THROUGHOUT ON LATEST AND APPROVED PRINCIPLES SPACE AND LABOUR SAVING FURNITURE AND MATERIAL OF EVERY DESCRIPTION**


**ANGELUS-BRINSMEAD PIANO**

**UNIQUE COMBINATION OF TWO WORLD-FAMED INSTRUMENTS.**

The established reputation and high standard of the ANGELUS Player and BRINSMEAD Piano ensure pre-eminent artistic qualities of tone and expression and the perfection of touch and repetition; also the maximum of reliability and durability. Any make of Piano taken in part exchange for the ANGELUS PLAYER PIANO, which may be purchased for cash, or by deferred payment.

Kindly call, or write for Catalogue and full particulars to

**HERBERT MARSHALL,**

ANGELUS HALL, REGENT HOUSE, 233 REGENT STREET, LONDON, W.

**G.N.R.**

**EXPRESS EXCURSIONS**

FROM KING'S CROSS TO

| | |
|---|---|
| HUNTINGDON, PETERBORO', SPALDING, BOSTON, GRIMSBY, GRANTHAM, NOTTINGHAM, NEWARK, and RETFORD. | EVERY SUNDAY, for Half-Day at 11.30 a.m. |
| NOTTINGHAM, LEEDS, NEWCASTLE, LINCOLN, MIDDLESBORO', BRADFORD, SHEFFIELD, GRIMSBY, and 500 other Stations. | SATURDAYS, NOVEMBER 16 & 30, for periods varying from 1 to 8 days. |
| NOTTINGHAM, WORKSOP, SHEFFIELD, and MANCHESTER. | WEDNESDAY, NOV. 20, for 2, 3, or 4 days, and FRIDAY, NOV. 22, for 2 days. |

For full particulars of these and regular weekly Excursions to numerous other Great Northern Stations, apply to the Chief Passenger Agent, Great Northern Railway, King's Cross, London, or to any G.N. Station or Office.

OLIVER BURY, *General Manager.*

*Small Job Founts are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING ELONGATED SANS SERIFS.

9 A. 48 POINT. About 10 lb

LEASEHOLD BUILDING GROUND

10 A. 36 POINT. About 8 lb.

DESIGNER OF HOUSEHOLD FURNITURE

14 A. 30 POINT. About 8 lb

EMIGRATION AGENCIES IN MANCHESTER

20 A. 24 POINT. About 6 lb.

DESIRABLE FURNISHINGS
MARINE PROMENADE

24 A. 22 POINT. About 6 lb.

DIRECTIONS FOR PRINTING
HANDSOME SPECIMENS

24 A. 20 POINT. About 5 lb.

MODERN SCIENTIFIC RESEARCH
ENTERPRISE REMUNERATED

36 A. 18 POINT. About 5 lb.

NORWEGIAN STEAMSHIP COMPANIES
EDINBURGH AND SUNDERLAND

52 A. 12 POINT. About 4 lb.

ESTABLISHED BRANCH IN NORTHUMBERLAND
EXTENSIONS UNDER CONSIDERATION

60 A. 10 POINT. About 3 lb.

MUSICAL DEMONSTRATION THROUGHOUT GREAT BRITAIN
AMERICAN FARMING PROSPECTS DURING 1908

60 A. 8 POINT. About 2 lb.

PRESENTATION OF TESTIMONIALS TO THE AUSTRALIAN FISHERMEN
REMINISCENCES OF NUMEROUS VOYAGES TO TASMANIA

60 A. 6 POINT. About 1 lb.

SECOND ANNUAL EXHIBITION OF CHRYSANTHEMUMS FOR SCARBOROUGH AND DISTRICT
MUSEUM OF REMARKABLE BOTANICAL CURIOSITIES RECENTLY PRESENTED


THE PIONEER

RECOGNISED IN ENGLAND AS THE FOREMOST ADVERTISING MEDIUM

PRICE
FOUR SHILLINGS
MONTHLY

The increased circulation of this unique Journal since its introduction to the public over twenty years ago has enabled the Proprietors to reduce the Rates for Advertisements, full particulars of which will be found in the Christmas Number published early in December, or Leaflets will be sent on application.

PIONEER PUBLISHING COMPANY, LIMITED, NORTH STREET, MANCHESTER

*Small Job Founts (Caps. and Small Caps. put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING GROTESQUE, No. 7A.

36 A, 52 A. 6 POINT (CAPS. AND SM. CAPS.). About 3 lb.

ORCHESTRA OF CONTINENTAL PERFORMERS
SELECTIONS DAILY DURING MARCH
SOUTH KENSINGTON TECHNOLOGICAL EXAMINERS
FULL PARTICULARS ON APPLICATION

44 A, 60 A. 5 POINT on 6 POINT (CAPS. AND SM. CAPS.). About 2 lb.

PRELIMINARY ANNOUNCEMENT OF DEMONSTRATIONS THROUGHOUT WIGAN
HANDSOME SPECIMEN VOLUME OF ARCHITECTURAL DESIGNS
COMPARISONS OF ENGLISH AND AMERICAN TRADE PUBLICATIONS
COMPENDIUM OF PENMANSHIP CONTAINING ORIENTAL PRODUCTIONS
PORTFOLIO OF ENGRAVINGS ISSUED IN 1896

ESTABLISHED 1893.

THE GRAMOPHONE COMPANY,
17-25 DORCHESTER STREET,
CUMBERLAND AVENUE,
LONDON, W.C.

REPRESENTATIVE:
MR. PRIOR.

ANNOUNCEMENT.

HAVING BEEN FAVOURED BY THE BEST OPERATIC SINGERS OF THE DAY, WE HAVE GREAT PLEASURE IN INVITING YOU TO OUR GRAMOPHONE CONCERT HELD EVERY WEDNESDAY AFTERNOON AT 3.30. POPULAR BANDS, LEADING TENORS AND INSTRUMENTAL SOLOS A SPECIAL FEATURE. AGENTS CORDIALLY INVITED TO EXAMINE MACHINES AND RECORDS.

THE GRAMOPHONE COMPANY.

# LINING GROTESQUE, No. 12.

(Four sizes cast on 10 Point body, all lining at foot; designed specially for Stationery Work, etc.)

26 A. 10 POINT (CAPS.). About 3 lb.

HARMONIOUS PRODUCTION
ARTISTIC JOB DESIGNS

26 A. 10 POINT (SM. CAPS.). About 2½ lb.

ACCURATE AND EASY ALIGNMENT
CORRECT AMERICAN SYSTEM

24 A. 8 POINT on 10 POINT (CAPS.). About 2 lb.

FORCEFUL MAGAZINE ADVERTISEMENTS
POPULAR FOR CATALOGUE WORK

20 A. 8 POINT on 10 POINT (SM. CAPS.). About 1½ lb.

PROGRESSIVE PRINTERS FAVOUR THE GROTESQUE
SERIES FOR BUSINESS STATIONERY
ON ACCOUNT OF CLEARNESS AND DURABILITY

MECHANICAL APPLIANCES, LIMITED.

WORKS:
EDMONTON.

39 MERIONETH SQUARE,
FINSBURY, E.C.

FRANK CRO

"NORMANTON,"
3 BRUCE GROVE, W.

THE GRANGE,
BROWNSWOOD ROAD,
CLISSOLD PARK, N.

*Small Job Founts are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING CONDENSED SANS SERIFS, No. 4A.

7 A. 60 POINT. About 15 lb.

MODERN METHOD

12 A. 42 POINT.

PRINTE
AMER

42 POINT. About 13 lb.

POINTS
MODE

36 A. 18 POINT. About 5 lb.

STEPHENSON, BLAKE & Co.
SHEFFIELD & LONDON

52 A. 12 POINT. About 4 lb.

MANUFACTURERS OF POINT LINE
TYPE OF HIGHEST QUALITY

12 A. 36 POINT.

PERFECT
MANUF

36 POINT. About 10 lb.

IGNMENT
METAL

60 A. 10 POINT. About 3 lb.

OFFICES FURNISHED THROUGHOUT WITH
EVERYTHING TO CORRECT STANDARD

60 A. 8 POINT. About 2 lb.

POINT LINE ENABLES THE PRINTER TO WORK
ALL BODIES ACCURATELY TOGETHER

16 A. 30 POINT.

DURABLE AN
MAGAZINE

30 POINT. About 8 lb.

RTISEMENTS
TERATURE

44 A, 60 A. 6 POINT (Caps. and Sm. Caps.). About 2 lb.

POINT LINE DIAGRAMS, SHOWING AT A GLANCE HOW TO
USE POINT LINE TYPE, FURNISHED ON APPLICATION
Foundry, Sheffield; and 33 Aldersgate Street, London.

48 A. 5 POINT on 6 POINT. About ¾ lb.

COMPLETE PRINTING OFFICES PLANNED AND FURNISHED ON THE LATEST AND MOST
APPROVED METHODS, THE OUTFITS INCLUDING SPACE AND
LABOUR SAVING FURNITURE AND MATERIAL OF SUPERIOR MANUFACTURE

24 A. 24 POINT.

TECHNICAL EDUC
REFORMATION

24 POINT. About 6 lb.

PRINTING TRADE
RCUMSTANCES

9 A. 48 POINT. About 14 lb.

POINT LINING SYSTEM

*Small Job Founts are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING GROTESQUE, No. 4A.

3 A. 60 POINT. About 17 lb.

HIMES

5 A. 48 POINT. About 15 lb.

ROMAN

9 A. 36 POINT. About 11 lb.

MARINERS

12 A. 30 POINT. About 10 lb.

ENRICHMENT

14 A. 24 POINT. About 7 lb.

MODERN DESIGN

24 A. 18 POINT. About 6 lb.

BRIGHTON HOSPITAL

30 A. 14 POINT. About 5 lb.

STEPHENSON, BLAKE & Co.

40 A. 12 POINT. About 5 lb.

BIOGRAPHICAL REMINISCENCES

48 A. 10 POINT. About 4 lb.

OFFICES FURNISHED THROUGHOUT
POINT LINE TYPE AND MATERIAL

52 A. 8 POINT. About 3 lb.

THE AMERICAN POINT SYSTEM
PERFECT ADJUSTMENT SECURED
AUTOMATIC ALIGNMENT

40 A, 60 A. 6 POINT (CAPS. AND SM. CAPS.). About 3 lb.

THIS SERIES IS CAST THROUGHOUT UPON
POINT TITLE LINE, ENABLING THE PRINTER
TO LINE ALL THE SIZES ACCURATELY TOGETHER

48 A. 5 POINT on 6 POINT. About 1 lb.

POINT LINE DIAGRAMS, SHOWING AT A GLANCE HOW TO USE POINT
LINE TYPE, WILL BE FURNISHED ON APPLICATION TO
THE FOUNDRY, SHEFFIELD, OR ALDERSGATE STREET, LONDON.

NORTH BOAT CLUB
MAY 28TH, 1908.

MENU

HORS D'ŒUVRE.

CONSOMMÉ PRINTANIER.
VELOUTÉ DE TOMATE AU RIZ.

FILETS DE SOLE, FLORENTINE
BLANCHAILLE.

TOURNEDOS MONTPENSIER.
CHAUDFROID DE CAILLES, COLMAR.

SELLE DE MOUTON DE GALLES.
HARICOTS VERTS.
POMMES DE TERRE DAUPHINE.

SAVARIN AUX FRUITS.

DESSERT. CAFÉ NOIR.

*Small Job Founts are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING GROTESQUE, No. 3A.

9 A. 36 POINT. About 10½ lb.

# REMOVE

12 A. 30 POINT. About 9½ lb.

# MENTIONS

20 A. 24 POINT. About 9 lb.

# NORMANTON

24 A. 18 POINT. About 7 lb.

# INCARCERATION

36 A. 14 POINT. About 6 lb.

## PRONOUNCEMENTS

40 A. 12 POINT. About 5 lb.

## PHONOGRAPH COMPANIES

48 A. 10 POINT. About 4 lb.

## APPLICATIONS CONSIDERED

60 A. 8 POINT. About 3 lb.

REMARKABLE MODERN DISCOVERY

PRINTING

BUSINESS MEN KNOW THAT NEAT, TASTEFUL PRINTING WILL ATTRACT ATTENTION AND INSPIRE CONFIDENCE.

GOOD PRINTERS KNOW THAT BEST QUALITY TYPE & MATERIAL ARE ESSENTIAL TO PRODUCE GOOD PRINTING.

NEW TYPES AND BORDERS, OF SUPERIOR QUALITY AND DESIGN, CAST UPON THE AMERICAN POINT LINING SYSTEM, ARE CONSTANTLY BEING ISSUED BY . . .

STEPHENSON, BLAKE & Co.

40 A, 60 A. 6 POINT (CAPS. AND SM. CAPS.). About 3 lb.

INTERESTING DOMESTIC AND COMMERCIAL RELATIONS

ADVENTURES IN THE AMERICAN BACKWOODS

DETERIORATION OF TEXTILE INDUSTRIES IN GERMANY

40 A. 5 POINT on 6 POINT. About 1 lb.

NUMEROUS DESCRIPTIONS OF ARCHITECTURAL AND MONUMENTAL REMAINS

FORMATION OF PHILANTHROPIC SOCIETIES IN WESTERN AUSTRALIA

## LINING GROTESQUE, No. 7A.

36 A, 52 A. 6 POINT (CAPS. AND SM. CAPS). About 3 lb.

ORCHESTRA OF CONTINENTAL PERFORMERS

SELECTIONS DAILY DURING MARCH

SOUTH KENSINGTON TECHNOLOGICAL EXAMINERS

FULL PARTICULARS ON APPLICATION

44 A, 60 A. 5 POINT on 6 POINT (CAPS. AND SM. CAPS.). About 2 lb.

PRELIMINARY ANNOUNCEMENT OF DEMONSTRATIONS THROUGHOUT WIGAN

HANDSOME SPECIMEN VOLUME OF ARCHITECTURAL DESIGNS

COMPARISONS OF ENGLISH AND AMERICAN TRADE PUBLICATIONS

COMPENDIUM OF PENMANSHIP CONTAINING ORIENTAL PRODUCTIONS

PORTFOLIO OF ENGRAVINGS ISSUED IN 1896

ESTABLISHED 1893.

THE GRAMOPHONE COMPANY,

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CUMBERLAND AVENUE,

LONDON, W.C.

REPRESENTATIVE: MR. FRIER.

ANNOUNCEMENT.

HAVING BEEN FAVOURED BY THE BEST OPERATIC SINGERS OF THE DAY, WE HAVE GREAT PLEASURE IN INVITING YOU TO A GRAMOPHONE CONCERT, HELD EVERY WEDNESDAY AFTERNOON AT 3.30. FAMOUS BANDS, LEADING TENORS, AND INSTRUMENTAL SOLOS IN GREAT VARIETY. AGENTS ARE INVITED TO EXAMINE OUR MACHINES AND RECORDS.

THE GRAMOPHONE COMPANY.

# LINING CONDENSED SANS SERIFS ITALIC.

9 A, 12 a. 36 POINT. About 13½ lb.

*Artistic decorations enhanced by the judicious selection of colours*

*TYPOGRAPHICAL DESIGNS*

16 A, 24 a. 24 POINT. About 11 lb.

*Artistic type designs are enhanced by the judicious harmonising of colours and careful selection of paper*

*SPECIMENS OF LETTERPRESS PRINTING*

*Marlborough, Son and Bournecastle*

*75 Westminster Parade, Tooting, S.W.*

*Great Sale of Swiss Embroidered Curtains, Nottingham and Scotch Net Curtains, Blouses, Household Linen, elegant Broderie Anglaise Muslin Robes, all reduced in price*

28 A, 40 a. 18 POINT. About 8½ lb.

*Artistic printing is not dependent so much on the selection of high priced paper and expensive copperplates as*

*SELECTION OF TYPE DESIGNS*

40 A, 54 a. 12 POINT. About 6 lb.

*Artistic printing is not dependent so much on the selection of highly priced papers nor of expensive copperplates, but simply the application of a little*

*DISCRETION IN SELECTING TYPE FACES*

48 A, 64 a. 10 POINT. About 5 lb.

*Artistic printing is not dependent so much on the selection of highly priced paper nor of expensive copperplates, but is simply the application of a little discretion in the selection of paper combined with dignified type designs. 1234567890*

*TYPE SPECIALLY CHOSEN TO SUIT REQUIREMENTS*

60 A, 86 a. 8 POINT. About 4 lb.

*Artistic printing is not dependent so much upon the selection of highly priced paper and expensive copperplates, but is simply the application of a little discretion in choosing the paper combined with a dignified type design, the type being specially chosen in every instance to meet*

*REQUIREMENTS OF THE INDIVIDUAL CUSTOMER'S BUSINESS*

# LINING BOLD ITALIC GROTESQUE.

14 A. 20 a. 30 POINT. About 12 lb.

***Printers consider various economical advantages before ordering founts, for recent improvements***

***FACILITATE MODERN COMPOSITION***

14 A. 24 a. 24 POINT. About 10 lb.

***Printers must consider various economical advantages before ordering new founts, for the improvements recently introduced***

***EMBRACE NUMEROUS LABOUR SAVING METHODS***

28 A. 40 a. 18 POINT. About 8 lb.

***Printers must consider every economical advantage when ordering new founts, for the improvements recently introduced are***

***RECOGNISED AS REMUNERATIVE***

44 A. 60 a. 12 POINT. About 6 lb.

***Printers should consider the economical advantages before ordering new founts, for the improvements recently introduced by the founders are of greatest***

***IMPORTANCE TO PROGRESSIVE EMPLOYERS***

48 A. 60 a. 10 POINT. About 5 lb.

***Printers must consider the various economical advantages before ordering new founts, for the improvements recently introduced by the founders are too important to be ignored, reducing as they do the cost of production. 1234567890***

***FURNISH ON THE AMERICAN POINT LINING SYSTEM***

60 A. 84 a. 8 POINT. About 4 lb.

***Printers should consider the various economical advantages before ordering new founts, for the improvements recently introduced by the founders are too important to be ignored, embracing as they do time and labour saving methods, thereby reducing the cost of production***

***SAMPLE BOXES OF POINT LINE TYPE FORWARDED FREE***

EVERYTHING ON THE

**American System**

BORDERS
ORNAMENTS
POINT LINE TYPE
BRASS RULE
MATERIAL

STEPHENSON, BLAKE & CO.
and
Sir Charles Reed & Sons

SHEFFIELD LONDON

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING SKELETON ANTIQUE, No. 2.

9 A, 12 a. 36 POINT. About 19 lb.

POINT LINE TYPES
Accurate and Durable

## LINING SKELETON ANTIQUE, No. 1.

60 A, 130 a. 8 POINT. About 5 lb.

METROPOLITAN AND PROVINCIAL UNION BANKING COMPANY having various Branch Establishments throughout England, and several Correspondents at home and abroad, presents numerous facilities to parties changing their residence or intending to travel, as well as to Officers of the

46 A, 96 a. 10 POINT. About 6 lb.

METROPOLITAN AND NATIONAL BANKING COMPANY having various Branch Establishments throughout England, and numerous Correspondents at home and abroad, gives great

40 A, 80 a. 12 POINT. About 8 lb.

METROPOLITAN AND NATIONAL COMPANY having various Branch Establishments throughout England, and several Correspondents at home and

28 A, 56 a. 18 POINT. About 10 lb.

NATIONAL AND PROVINCIAL BANK has many Branch Establishments among

18 A, 36 a. 24 POINT. About 12 lb.

NATIONAL BANKING HOUSE having many Branches among

14 A, 22 a. 30 POINT. About 13 lb.

MUNICIPAL BANKS Established Branches

12 A, 22 a. 30 POINT. About 18 lb.

FIRST BANK having Branch

18 A, 40 a. 24 POINT. About 17 lb.

PERSIAN BANK Branch established

22 A, 50 a. 18 POINT. About 14½ lb.

BANKING COMPANY having several Branches

36 A, 72 a. 12 POINT. About 10 lb.

NATIONAL DEPOSIT BANK having opened many Branches at home and abroad, with over 2408

40 A, 80 a. 10 POINT. About 8 lb.

MUNICIPAL BANKING COMPANY having Branches established throughout England with numerous Correspondents

44 A, 90 a. 8 POINT. About 6 lb.

METROPOLITAN BANKING CORPORATION having numerous Branches established throughout England, with 3620 Correspondents at home and abroad, this Bank presents unlimited facilities to

10 A, 18 a. 36 POINT. About 15 lb.

COMPLETE PRINTING OUTFITS
Stephenson, Blake & Co. Sheffield

# LINING ANTIQUE, No. 3.

3 A, 6 a. 84 POINT. About 45 lb.

DIN
ham

7 A, 12 a. 48 POINT. About 25 lb.

MASON
merchant

12 A, 24 a. 30 POINT. About 20 lb.

ERITH BANK
having branches

26 A, 54 a. 18 POINT. About 15 lb.

PROVINCIAL BANKS
having Branches founded
for convenience of clients

56 A, 114 a. 10 POINT. About 10 lb.

MUNICIPAL BANKING COMPANIES
having Branch Establishments throughout
England, and 230 Correspondents abroad,
grant numerous facilities to parties about

70 A, 150 a. 6 POINT. About 5 lb.

NATIONAL AND PROVINCIAL BANKING COMPANY
having numerous Branch Establishments throughout England
and 380 Correspondents at home and abroad, this Bank gives
several facilities to parties changing their residence or about to
travel, as well as to Officers of the Army and Navy for sending

5 A, 8 a. 60 POINT. About 33 lb.

HOME
mound

9 A, 16 a. 36 POINT. About 22 lb.

BANKING
new Branch

20 A, 44 a. 24 POINT. About 18 lb.

DEPOSIT BANKS
having many Branch
establishments about

44 A, 90 a. 12 POINT. About 12 lb.

NATIONAL CREDIT COMPANY
having now Branches established
in London and 280 Agents abroad,
presents great facilities to parties
about to change their residence or

66 A, 130 a. 8 POINT. About 8 lb.

NATIONAL AND PROVINCIAL CORPORATION
having many Branch Establishments in England,
and 360 Correspondents abroad, presents various
facilities to parties who contemplate a change of
residence or about to travel, as well as to Officers
of the Army and Navy for receiving or sending of

54 A, 110 a. 5 POINT. About 3 lb.

METROPOLITAN AND PROVINCIAL BANKING CORPORATION
having numerous Branch Establishments throughout England, and
over 290 Correspondents at home and abroad, this Bank gives great
facilities to parties changing their residence or about to travel, as well
as to Officers of the Army and Navy for receiving or sending their
remittances, and last year the aggregate value of guaranteed deposits
amounted to £25,470, showing a decided increase above the previous

## LINING CONDENSED ANTIQUE, No. 3.

5 A. 6 a. 72 POINT. About 32 lb.

# NOMINATIONS Parliamentary

10 A. 18 a. 36 POINT. About 21 lb.

**PROVINCIAL Deposit Banks**

26 A. 50 a. 24 POINT. About 18 lb.

**BIRMINGHAM BANKS having numerous Branches throughout 230 important**

56 A. 112 a. 12 POINT. About 12 lb.

**MUNICIPAL BANKING CORPORATION** having prosperous Branches established in England, with 2840 Correspondents at home and abroad, gives facilities to any

72 A. 150 a. 8 POINT. About 8 lb.

**METROPOLITAN AND PROVINCIAL BANKING COMPANY** having numerous Branch Establishments in England, and also 2430 Correspondents at home and abroad, this Bank offers great facilities to parties changing their residence

14 A. 26 a. 30 POINT. About 20 lb.

**BANKING HOUSE having Branches in over 260 towns and**

36 A. 66 a. 18 POINT. About 15 lb.

**PROVINCIAL COMPANIES having Branch Establishments and over 2680 Correspondents**

64 A. 140 a. 10 POINT. About 10 lb.

**METROPOLITAN AND NATIONAL BANK** having a very prosperous Branch Establishment in Amsterdam, and over 2950 Correspondents at home and abroad, gives great facilities to parties

80 A. 170 a. 6 POINT. About 5 lb.

**METROPOLITAN NATIONAL AND PROVINCIAL CORPORATION** having numerous Branches established throughout England, and 2830 Correspondents at home and abroad, this Bank gives great facilities to parties about to change their residence or intending to travel, as well as to Officers of the Army and Navy for the receiving or forwarding of

9 A. 16 a. 48 POINT. About 26 lb.

**OFFICES FURNISHED Sheffield and London**

# LINING EXTENDED CLARENDON.

22 A, 46 a. 18 POINT. About 15 lb.

**The ORIGIN of Type-Bodies and the nomenclature which has grown around them is a branch of Typography £678**

42 A, 88 a. 12 POINT. About 12 lb.

**THE ORIGIN of Type-Bodies and the nomenclature which has grown around them, is a branch of our Typographical antiquity which has always more or less been shrouded in obscurity. Imagining, as we do, that the moulds of the first Printers were £123**

48 A, 100 a. 10 POINT. About 10 lb.

**THE ORIGIN of all Type-Bodies and the nomenclature which has grown around them, is a branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, though conceived on true priciples, were to £1234**

62 A, 128 a. 8 POINT. About 8 lb.

**THE ORIGIN of all Type-Bodies and the nomenclature which has grown around it, is a branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of body £12345**

58 A, 120 a. 6 POINT. About 5 lb.

**THE ORIGIN of all Type-Bodies and the nomenclature which has grown around them, is a branch of Typographical antiquity which has always been more or less shrouded in obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, and line, and height in themselves irrespective £123**

50 A, 104 a. 5 POINT. About 3 lb.

**THE ORIGIN of Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast more by eye than by rule, it is easy to understand that founts would be cast on no other principle than that of ranging in body, and line, and height in themselves, irrespective of the body, height, and line of other founts used in the same Press. When two or more founts were required to £1234**

# LINING CLARENDON.

A very Useful Series for Sideheads, Dictionaries, Time Tables, Catalogues, Price Lists, &c.

36 A, 74 a. 14 POINT. About 13 lb.

**An eminent Austrian Musician residing for a considerable time in our Metropolis, has taken the trouble to communicate several**

**WESTMINSTER BRIDGE**

72 A, 150 a. 10 POINT. About 10 lb.

**Granite embankments have changed the Thames into a pleasant object and a healthy and most agreeable resort. Our roads and pavements are safer, smoother and less noisy, and humanity has provided refuges for the pedestrians threatened by storms 12345678**

**THAMES EMBANKMENT IMPROVEMENT**

60 A, 125 a. 11 POINT. About 11 lb.

**There is considerable evidence that such acquired facilities of passing into certain modes of cerebral action can very often be transmitted, more or less complete 12345**

**TRANSMISSION BY INHERITANCE**

60 A, 125 a. 12 POINT. About 12 lb.

**Gardening is both a source of interest and pleasure, and helps to maintain good temper and good health. Moreover 2345**

**THE PLEASURES OF GARDENING**

80 A, 170 a. 8 POINT. About 8 lb.

**The highest characterisation is that where the work has been mentally cartooned beforehand, by a process that is intensely conscious, but patient and silent, an occult evolution of life: then follows the glory of wielding words, and £1234567890**

**QUALITY OF FINISH IN POETIC EXECUTION**

80 A, 170 a. 6 POINT. About 5 lb.

**This Clarendon Series is now cast on the American Point Lining System, and should prove invaluable to Printers who make a special feature of Time Tables, Catalogues, Dictionaries, Price Lists, besides being very useful for Sideheads, Cut-in-Notes, &c. Below will be found a few examples of it used in conjunction with Body Founts also cast on Point Line £1234567890**

**STEPHENSON, BLAKE & Co. and SIR CHARLES REED & SONS**
**Foundry, Sheffield; and 33 Aldersgate Street, London**

72 A, 150 a. 9 POINT. About 9 lb.

**The erudition manifested is extraordinary, almost every page abounding with quotations from Latin authors, the great variety of learning, quotations from scarce and curious books, sparkling with wit**

**VARIETY OF LITERARY INFORMATION**

| | A.M. | A.M. | A.M. | A.M. | A.M. | A.M. | A.M. |
|---|---|---|---|---|---|---|---|
| **MANSION HOUSE** | **7 56** | **8 6** | **8 16** | **8 26** | **8 36** | **8 46** | **8 56** |
| Blackfriars | 7 59 | 8 9 | 8 19 | 8 29 | 8 39 | 8 49 | 8 59 |
| **Temple** | **8 1** | **8 12** | **8 22** | **8 32** | **8 42** | **8 52** | **9 1** |
| Charing Cross | 8 4 | 8 14 | 8 24 | 8 34 | ... | 8 54 | 9 4 |
| **Westminster** | **8 6** | **8 16** | **8 26** | **8 36** | ..... | **8 56** | **9 6** |
| St. James's Park | 8 11 | 8 18 | 8 28 | 8 38 | ... | 8 58 | ... |

**TYPE,** *n.* A raised letter, figure, accent or other character, cast in metal or cut in wood, used in printing.

**Type-metal,** *n.* A metallic compound of lead, antimony, tin and copper.

**Printer,** *n.* One who prints, impresses or stamps; especially, one who prints newspapers and books.

**Printing-press,** *n.* A press used for printing books, newspapers, bills and the like.

**American Lining System.** POINT LINE signifies that the distance from the line of the face to the edge of the type measures a definite number of points. All type so cast will line correctly at the foot by justifying with point leads, clumps or quads. Founts which consist of upper and lowercase characters are cast upon what is termed Point Common Line, and type so cast to any one size, either jobbing or body letter, will line accurately at the foot without justification.

**Point Common Line.**

## FLOWERIN

| | | |
|---|---|---|
| 3 **Achillea Eupatorium**, flat heads, yellow flowers | 1 | 6 |
| 2 **Achillea Mongolica**, corymbs white, single flower | 0 | 8 |
| 4 **Achillea The Pearl**, double white, grand | 1 | 0 |
| 6 **Aconitum Napellus bicolor**, blue and white | 2 | 0 |
| 5 **Aconitum Napellus Albus**, fine white | 1 | 8 |
| 8 **Agrostemma Coronaria Flos Jovis**, fine rich pink | 2 | 6 |
| 3 **Alstromeria Aurantiaca**, orange, Peruvian Lily | 1 | 0 |
| 9 **Astilbe rivularis**, drooping cream plumes | 3 | 0 |
| 1 **Bupthalmum salicifolium**, neat bush, yellow | 0 | 4 |
| 3 **Campanula grandis**, blue saucer shaped flowers | 1 | 0 |
| 9 **Camp. Persicifolia alba**, large white | 2 | 8 |
| 2 **Camp. Pyramidalis**, Chimney Camp. blue | 0 | 8 |
| 4 **Centaurea Montana**, true blue, large | 1 | 0 |

## CHAMPAGNE.

| | | Vintage. | Per doz. bots. | Per doz. bots. |
|---|---|---|---|---|
| 2. | **Achille Morat, first quality, sec.** | **1893** | **39/0** | **21/6** |
| 3. | **,, ,, tres sec.** | **1892** | **46/0** | **25/0** |
| 19a. | Bollinger, extra quality, very dry | 1892 | 82/0 | 43/6 |
| 33a. | **Achille Morat, Vin. Rose Brut** | **1893** | **56/0** | **30/6** |
| 35. | Desbordes, extra quality, extra dry | 1892 | 70/0 | 37/6 |

**Advantages of the Use of Steel Furniture:** Saves space in the office; formes are lighter and truer; greater accuracy is ensured, especially in colour work; practically indestructible; makes six times as much blank space as an equal weight of metal furniture at much less cost for time.

# FANCY DISPLAY AND CIRCULAR LETTER

STEPHENSON, BLAKE & CO.
and
SIR CHARLES REED & SONS

Foundry: Sheffield. London: 33 Aldersgate St.

Set in Lining Hallamshire Old Style.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING DE VINNE ORNAMENTED.

3 A, 4 a. 72 POINT. About 23 lb.

# FINE Cards

16 A, 32 a. 18 POINT. About 9 lb.

**AMERICAN POINT Lining System will aid the Compositor**

24 A, 50 a. 12 POINT. About 6 lb.

**AMERICAN POINT LINING System saves both time and labour, and is an invaluable aid to intricate composition**

28 A, 60 a. 10 POINT. About 5 lb.

**THE AMERICAN POINT LINING System considerably reduces the intricacy of colour jobs, and is of great assistance in tabular work**

36 A, 74 a. 8 POINT. About 4 lb.

**THE AMERICAN POINT LINE SYSTEM is fully explained in a little leaflet, which also shows by means of diagrams how all sizes can be made to line automatically by justifying them together with Point Leads**

5 A, 6 a. 48 POINT. About 17 lb.

**CHIMES Journal**

7 A, 10 a. 36 POINT. About 14 lb.

**IRONCLAD Broadside**

7 A, 16 a. 30 POINT. About 13 lb.

**HISTORICAL Productions**

9 A, 20 a. 24 POINT. About 11 lb.

**NOVEL DESIGNS Conversational**

3 A, 4 a. 60 POINT. About 19 lb.

# BIRMINGHAM Music Stores

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING DE VINNE ORNAMENTED ITALIC.

3 A, 4 a. 72 POINT. About 23 lb.

# MAIN Points

3 A, 6 a. 48 POINT. About 12 lb.

## FURNISH With Care

5 A, 10 a. 36 POINT. About 10½ lb.

## POINT LINE Economises

7 A, 16 a. 30 POINT. About 10½ lb.

## SAVES MONEY Time & Labour

10 A, 22 a. 24 POINT. About 10 lb.

## ENLARGES OUTPUT Reduces Expense

16 A, 32 a. 18 POINT. About 8 lb.

**DETAILED ESTIMATE sent for Complete Outfit on the American System**

24 A, 50 a. 12 POINT. About 6 lb.

**THIS HIGHLY STRIKING ITALIC forms an artistic companion series to its Roman namesake the recently issued Lining De Vinne Ornamented**

32 A, 70 a. 10 POINT. About 5 lb.

**BEGINNERS SHOULD NOTE THIS FACT that we regularly supply Complete Outfits in the latest American style, including all Body and Jobbing Founts cast Point Line.**

36 A, 74 a. 8 POINT. About 4 lb.

**OUR COMPLETE OUTFITS INCLUDE BOTH BODY and Jobbing Type cast on a Uniform Lining System, together with the latest and best Labour Saving Machinery, Fittings, Cases, Frames, Cabinets, &c.**

3 A, 4 a. 60 POINT. About 16 lb.

# ESTABLISHED Sheffield House

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING HOGARTH.

5 A, 6 a. 60 POINT. About 23 lb.

LINING SERIES
Quaint Design

5 A, 8 a. 48 POINT. About 16 lb.

SUPERIOR PRINTING
Artistic Stationery

7 A, 10 a. 36 POINT. About 13 lb.

MODERN PRODUCTIONS
Facilitate Composition

10 A, 16 a. 30 POINT. About 12 lb.

SOUTH KENSINGTON MUSEUM
Natural History Department

10 A, 24 a. 24 POINT. About 10 lb.

DESCRIPTIVE HISTORICAL CALENDARS
Enthusiastic Arctic Explorers
Anecdotes of Celebrated Statesmen

# LINING HOGARTH.

18 A, 40 a. 18 POINT. About 9 lb.

TEMPERANCE DEMONSTRATION IN PORTSMOUTH
Detailed Catalogue of Household Furniture
Pronouncing Dictionary of the English Language

24 A, 54 a. 12 POINT. About 6 lb.

PRINTING OFFICES FURNISHED
with Highest Quality Type
on the American Point System

32 A, 64 a. 10 POINT. About 5 lb.

ECONOMICAL OFFICE FURNITURE AND
Wood Material Kept in Stock at
Sheffield, and Aldersgate St., London

40 A, 84 a. 8 POINT. About 4 lb.

AMERICAN STANDARD STRICTLY GUARANTEED
No other Point Measurement Correct
Intending Purchasers should ask for Samples

44 A, 94 a. 6 POINT. About 3 lb.

STEPHENSON, BLAKE & Co., SHEFFIELD AND LONDON
Furnish Outfits on the American System
Including Body Letter and Display Founts on Point Line

## HOGARTH,
## The Quaint Old Style.

HOGARTH, since its first production, has come into favour as perhaps the most original and artistic of the quaint Old Style display faces now greatly used in the highest class of printed work. It may be observed that the series now comprises a complete gradation of sizes from 60 point to 6 point, making it most effective and useful for every style of display.

### Systematise your Office.

Have you considered the advisability of installing the

POINT LINE SYSTEM

in your Composing Room?

Types produced on this Principle Economise Labour.

Write to STEPHENSON, BLAKE & Co. for particulars.

### PRINTING OFFICES

Planned and Fitted throughout with highest quality Point Lining Type, Printing Material of the latest design, reliable Machinery, &c.

STEPHENSON, BLAKE & Co.

Sheffield & London.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING CHANTREY.

REGISTERED No. 425341.

5 A, 8 a. 60 POINT. About 19¼ lb.

STEPHENSON Blake & Co.

Home - - Gardener

This Publication was first issued in January 1904

Westmoreland Avenue,
SALISBURY, ..... 190

M.....

Bot. of CORNELIUS STRONG,

Servants' Liveries Made up

Tailor and Habit Maker.

Uniforms Dress Suits Mantles

and immediately met with favour. The CHRISTMAS Number contains

Coloured - - Supplement

Showing Favorite Plants in full bloom, with Hints on Modes of Cultivation.

5 A, 10 a. 48 POINT. About 15½ lb.

THE CHANTREY Protected Series

7 A, 14 a. 36 POINT. About 11½ lb.

DESIGNED AND CAST In Sheffield, England

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING CHANTREY.

REGISTERED No. 425341.

10 A, 20 a. 30 POINT. About 9½ lb.

THIS CHOICE SERIES
is named after
Sir Francis Chantrey

20 A, 40 a. 18 POINT. About 8 lb.

Sir Francis Chantrey, the famous sculptor, was born in the parish of Norton, a suburb of Sheffield
ELECTED ROYAL ACADEMICIAN
Genius Fittingly Rewarded

HUNTINGDON ART STORE

WE EXTEND A CORDIAL INVITATION TO YOURSELF AND FRIENDS TO VISIT OUR

FIRST ANNUAL CLEARANCE SALE

Saturday, November 12th. Music Afternoon and Evening.

WE have been making great preparations for the Autumn and Winter trade, and are now fully prepared to cater to the tastes and needs of the most fastidious purchasers of Interior Decorations, Art Metal Work, Bric-a-Brac, &c. We are showing new ideas in Curtains and Draperies.

CORNER OF NEW GRAINGER STREET AND SCOTSWOOD ROAD.

32 A, 64 a. 12 POINT. About 5½ lb.

The proximity of the great Sculptor's birthplace to Sheffield, coupled with the resemblance which the design bears to monumental lettering, make the name chosen most appropriate for the Series

CAST BY STEPHENSON, BLAKE & Co. SHEFFIELD
London: 33 Aldersgate Street, E.C.
Design Registered on 25th January, 1904.

12 A, 24 a. 24 POINT. About 8 lb.

THE SERIES IS SUPPLIED
American Point Body,
Line & Set, warranted
The CORRECT STANDARD

## LINING ARABIAN.

9 A, 16 a. 30 POINT. About 12 lb.

THE AMERICAN SYSTEM

Point Body, Line and Set

7 A, 10 a. 36 POINT. About 14 lb.

ADMIRABLE SERIES

New Display Letter

10 A, 24 a. 24 POINT. About 10 lb.

OFFICES COMPLETELY FURNISHED

With Point Type and Material

18 A, 40 a. 18 POINT. About 8 lb.

HANDSOME DESIGN

Artistic Effects

Elegant and Tasteful

24 A, 50 a. 12 POINT. About 6 lb.

MODERN EMBELLISHMENT

Effective Display Type

Suited to all Styles of Work

32 A, 64 a. 10 POINT. About 5 lb.

CASES AND PRINTING MATERIAL

Kept in Stock and on View

London Warehouse: 33 Aldersgate Street

And Letter Foundry, Sheffield

36 A, 74 a. 8 POINT. About 4 lb.

AGENTS FOR CHANDLER & PRICE PLATEN

Chandler and Price Paper Cutter

Strongest-built and Best Machines of their Class

Particulars and Prices on Application

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING ROMANY.

3 A, 4 a. 60 POINT. About 33 lb.

HOMER
Roman

3 A, 4 a. 36 POINT. About 14 lb.

HISTORIAN
Nominator

5 A, 6 a. 30 POINT. About 13 lb.

NORTH MEAD
Farm House

5 A, 8 a. 24 POINT. About 10 lb.

MODERN DESIGN
Persian Carpets

9 A, 12 a. 18 POINT. About 9 lb.

ROMANCE
American

14 A, 20 a. 12 POINT. About 6 lb.

FASHION NOTES
Home Chat
Restored 1907

18 A, 24 a. 10 POINT. About 5 lb.

POPULAR ARTISTS
Highest Grade
Saturday Evening

20 A, 32 a. 8 POINT. About 4 lb.

NOVEL ROMANY SERIES
Point Line System
Standard is Guaranteed

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING OLYMPIAN.

3 A, 4 a. 48 POINT. About 14 lb.

# MODERN PRINTS
# American Method

8 A, 16 a. 24 POINT. About 10 lb.

## PROFITABLE
## Investment

12 A, 24 a. 18 POINT. About 8 lb.

## ARTISTIC SERIES
## Lining Olympian

22 A, 44 a. 12 POINT. About 6½ lb.

ACCURACY GUARANTEED
with Type cast on the
American Lining System

28 A, 60 a. 10 POINT. About 5½ lb.

COMPLETE PRINTING OFFICES
Furnished on the Latest
and Most Approved Methods

32 A, 64 a. 8 POINT. About 4 lb.

SPECIMENS OF OUR LATEST TYPES,
Borders, Furniture & Material
forwarded on receipt of Trade Card

STEPHENSON,
BLAKE & Co.,

In issuing this book to the trade, have great pleasure in drawing the attention of printers to their new . .

## TYPES and BORDERS

Of the highest durability, superior both in quality and design, suitable for producing every class of work, and cast upon . . . .

AMERICAN POINT
BODY, LINE and SET.

5 A, 8 a. 36 POINT. About 12 lb.

# STEEL FURNITURE
# Made to American Point

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING FLEMISH EXPANDED.

7 A, 10 a. 24 POINT. About 8½ lb.

HIGHEST QUALITY TYPE
American Point System

5 A, 8 a. 30 POINT. About 10 lb.

PRINTING MATERIAL
Write for Catalogue

10 A, 16 a. 18 POINT. About 7 lb.

OFFICES FURNISHED THROUGHOUT
Modern and Approved Principles

20 A, 24 a. 12 POINT. About 6 lb.

DUST PROOF FRAMES AND WINDOW CABINETS
Superior Punching and Eyeletting Machines

24 A, 32 a. 10 POINT. About 4 lb.

GORDON PLATEN PRESSES AND PAPER CUTTING MACHINES
Stephenson, Blake & Co.'s Chases are Exceptionally True

## LINING ETRURIAN.

9 A. 30 POINT. About 8 lb.

AMERICAN METHOD

7 A. 36 POINT. About 10 lb.

BRITISH PRICES

12 A. 24 POINT. About 6½ lb.

RECOGNISED
FOUNDRY

16 A. 18 POINT. About 4 lb.

POINT STANDARD
GUARANTEED

## LINING OLD STYLE GROTESQUE.

5 A. 48 POINT. About 14 lb.

# MACHINES

7 A. 36 POINT. About 10 lb.

# DANCE MUSIC

10 A. 30 POINT. About 9 lb.

# MODERN METHODS

16 A. 24 POINT. About 8 lb.

# FAVOURITE CHARACTER

20 A. 18 POINT. About 6 lb.

EASTBOURNE COMPANY

28 A. 12 POINT. About 4 lb.

OCTOBER MEETING MEMORANDUM

32 A. 8 POINT. About 2 lb.

DESCRIPTIVE MASTERPIECE PUBLISHED IN 1907.

32 A. 10 POINT. About 3 lb.

RATIONAL AMUSEMENT HEALTHY HOMES

COURT HEALTH AND PLEASURE BY VISITING

# DOUGLAS

IDEAL PLACE FOR BOATING, BATHING, FISHING AND GOLFING.
CHEAP BOOKINGS BY VARIOUS ROUTES.

*Small Job Founts are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# STEPHENSON, BLAKE & CO.

*and SIR CHARLES REED & SONS.*

## LINING OLD STYLE OUTLINED.

(Registered No. 559282.)

---

3 A. 60 POINT. About 14 lb.

SPECIMENS

5 A. 48 POINT. About 14 lb.

RESIDENCE

7 A. 36 POINT. About 9 lb.

EASTERN PICTURE

10 A. 30 POINT. About 9 lb.

SPRING RESORTS

18 A. 24 POINT. About 9 lb.

OUTLINED SERIES POPULAR

20 A. 18 POINT. About 6 lb.

PRINTING COMPETITIONS, 1910.

The New Remedy for
Weak or Falling Hair.

Ask your Chemist for
Free Sample and List.

# SUNLIGHT POMADE

ASSISTS NATURE.

NOURISHES ROOTS.

---

Royal Arcade, Manchester, ..... 19

# BOT. OF HOBBIES LTD.

**Specialities in Games and Pastimes.**

---

# BRADFORD CHORAL SOCIETY.

*Handel House, Regent Street,*

PARTICULARS OF MEMBERSHIP
FROM HON. SECRETARY.

*19*

*Small Job Founts are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING SHADED LATIN.

5 A. 42 POINT. About 8½ lb.

HIGH GRADE NOTE

7 A. 36 POINT. About 7 lb.

FURNISHER

12 A. 24 POINT. About 5 lb.

PARIS COSTUME

22 A. 12 POINT. About 3 lb.

STEPHENSON, BLAKE & Co
LETTER FOUNDERS

9 A. 30 POINT. About 6 lb.

MODEL SERIES

18 A. 18 POINT. About 4 lb.

POINT LINING FACES
LABOUR SAVING

22 A. 10 POINT. About 2½ lb.

AMERICAN POINT STANDARD
WRITE FOR SAMPLES

LONDON, 190

BOT. OF FRED. CARTON

PRINTER AND PUBLISHER

## LINING GLORIA AND LINING ALGERIAN.

36 Point—5 A, about 13 lb. 36 POINT LINING GLORIA, with 48 POINT INITIALS.—For Two Colours. 48 Point—2 A, about 8½ lb.

POINT LINING METHOD

36 Point—5 A, about 5½ lb. 36 POINT LINING ALGERIAN, with 48 POINT INITIALS. 48 Point—2 A, about 3½ lb.

DESIGNS FOR PRINTERS

STEPHENSON, BLAKE & Co. SIR CHARLES REED & SONS.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING ALEXANDRA.

(Regd. No. 392936.)

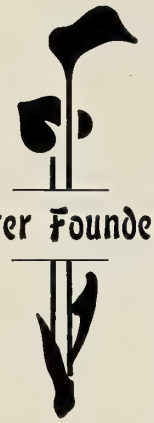
2 A, 6 a. 72 POINT. About 19 lb.

This Quaint Letter

4 A, 24 a. 24 POINT. About 8 lb.

Will appeal to every Progressive Printer
Being very suitable for General Artistic Display

Stephenson,
Blake & Co.



Letter Founders

Foundry, Sheffield; and at
33 Aldersgate Street, London, E.C.

3 A, 10 a. 48 POINT. About 15 lb.

Distinctive and
Economical

6 A, 44 a. 18 POINT. About 6 lb.

Sample Box of Point Type upon Application
Correct American Standard Guaranteed

3 A, 16 a. 36 POINT. About 12 lb.

Ease, expedition and
accuracy attained

8 A, 60 a. 12 POINT. About 4 lb.

The Alexandra Series is not only most novel and striking in
appearance, but has the further advantage of being
Cast on the American Point System, Body, Line and Set

2 A, 8 a. 60 POINT. About 17 lb.

American Point System

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING GRAPHIC.

3 A, 14 a. 42 POINT. About 13 lb.

Northern Amateur Dramatic Society
Distinguished Performances

6 A, 44 a. 18 POINT. About 7 lb.

This Popular Series is
cast upon the American
Lining System, thereby
ensuring true alignment

4 A, 20 a. 30 POINT. About 11 lb.

Bot. of Charles Hardy
Printer & Stationer

2 A, 8 a. 60 POINT. About 18 lb.

Stephenson, Blake & Co.

8 A, 60 a. 12 POINT. About 4½ lb.

Mr. and Mrs. Edward Turner
send Best Wishes for a
Right Hearty Christmas and
Joyous New Year.
1907. 1908.

4 A, 34 a. 24 POINT. About 8½ lb.

Received from Benson Limited
Estimated Cost, £20.
Memorandum of Agreement

2 A, 10 a. 54 POINT. About 15½ lb.

The Sheffield Foundry
London: 33 Aldersgate Street

# REED'S LINING SHAKESPEARE.

5 A, 8 a. 42 POINT. About 13 lb.

MUSICAL RECITALS
Concerts for September

5 A, 8 a. 48 POINT. About 15 lb.

UNIQUE DESIGNS
Brighton Arboretum

7 A, 10 a. 36 POINT. About 12 lb.

SOMETHING ATTRACTIVE
Restored British Cathedrals

9 A, 16 a. 30 POINT. About 10 lb.

SOCIAL EVENINGS
Modern English Song

10 A, 24 a. 24 POINT. About 9 lb.

FAMOUS PARIS HOUSE
Branches in Amsterdam

18 A, 40 a. 18 POINT. About 8 lb.

EMINENT DRAMATIC AUTHORS
Adaptations from Ancient Writers

28 A, 60 A. 12 POINT. About 6 lb.

METROPOLITAN SOCIETY OF HORTICULTURE
Members Instructed by Several Competent Teachers

"LEST WE FORGET."

Greetings
and
Sincere
Good Wishes
for Christmas
and the
Coming Year
From
Minnie Palmer.

The Hawthorns,
Wallington.

## REED'S LINING MACAULAY.

2 A, 6 a. 60 POINT. About 15 lb.

# Modern Design

3 A, 10 a. 36 POINT. About 10 lb.

## Point System High Grade

4 A, 20 a. 24 POINT. About 8 lb.

### Elegant and Durable Macaulay Series

5 A, 34 a. 18 POINT. About 6 lb.

Repeated handling of types is as injurious as the impression

5 A, 34 a. 12 POINT. About 4 lb.

Repeated handling of type is as injurious as the impression of machines, and new type is necessary to obtain good Printing

8 A, 50 a. 10 POINT. About 3 lb.

Repeated handling of types is quite as injurious as the impression of machines, and to obtain Printing with the characters faultless new type is necessary

**Music**

An Exhaustive Paper relative to the style of present day composers and the predominating method a century ago.

Ernest Walter
London and Paris.

3 A, 8 a. 48 POINT. About 13 lb.

# Handsome Bouquet Garden Parties

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING IONIAN.

3 A, 10 a. 48 POINT. About 15 lb.

Northern Educational Bureau
Picturesque Westmoreland

3 A, 14 a. 36 POINT. About 12 lb.

Twentieth Century Endowment Society
Restoration of Ancient Carthage

4 A, 24 a. 30 POINT. About 10 lb.

Programme for Wednesday
First Science Course
Typographical Antiquities

5 A, 37 a. 24 POINT. About 8 lb.

Metropolitan Electric Corporation
Government Appointments
Cheap Excursions to Newcastle

100th Performance

The Mikado

Souvenir

Modern Playhouse
Haymarket, W.

Particulars and Catalogue Free

Drake Pianos

258 Westinghouse Street, S.E.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING BOLD MERCANTILE ITALIC.

3 A, 14 a. 48 POINT. About 21 lb.

**Continental Machinery**
**Dutch Establishment**

4 A, 16 a. 36 POINT. About 15 lb.

**Remarkable Flower Cultivation**
**New Dramatic Performance**

4 A, 18 a. 30 POINT. About 13 lb.

**International Exhibition at Wilmington**
**Combined Industries Represented**

4 A, 24 a. 24 POINT. About 11½ lb.

**Fine Mountain Scene**
**Smart Fashion**
**Desirable Building**

6 A, 34 a. 18 POINT. About 8 lb.

**Local Government Board**
**Alexandra Palace**
**Literary Contributors**

7 A, 50 a. 12 POINT. About 6 lb.

**Series of Bold Mercantile Italic**
**Figures 1234567890**
**American Point Line System**

**Practical Handbook.**

**Automobiles**
**and**
**Steam Power**

**Enterprise Publication Co.**
**London and York**

# LINING AURIOL OUTLINE.

24 A, 50 a. 12 POINT. About 6 lb.

ARTISTIC PRINTERS MUST appreciate this Dainty Outline Series, which most effectively brightens all high grade work.

12 A, 22 a. 18 POINT. About 8 lb.

AURIOL OUTLINE will be found useful for Society Printing.

9 A, 16 a. 24 POINT. About 9 lb.

PRINTERS SHOULD FURNISH Their Offices with Economy

5 A, 8 a. 36 POINT. About 10 lb.

ARTISTIC DESIGNS Command Attention

*For particulars of Auriol Borders and Ornaments used in these pages, see pp. 324 and 325.*

*The Capitals only of 36 Point and 24 Point can be supplied to work in Two Colours, as shown below.*

## SHOWN IN TWO COLOURS.

5 A (Solid only). 36 POINT. About 4½ lb.

MODERN METHOD

9 A (Solid only). 24 POINT. About 4 lb.

ELEGANT AND PRACTICAL

ELEGANT PRACTICAL

WHIST

HINTS for
BEGINNERS

HAROLD RENTON
- North Shields -

Madame CARDINHAM
has pleasure in intimating
that she is showing Latest
Novelties in Millinery, also Silk
Blouses in Popular Shades.

CHRISTMAS, 1907.

Heartiest Greetings

for a very Happy Christmas and a
Prosperous New Year
from
BERNARD LESLIE-STEWART.

adysmith Gardens,
Stockton-on-Tees.

HERBERT STEPHENS,
Photographer.

North Finchley.

STEPHENSON, BLAKE & Co.
and Sir Charles Reed & Sons,
LETTER FOUNDERS,
WOOD LETTER and MATERIAL MANUFACTURERS.

LONDON: 33 Aldersgate Street. Letter Foundry, SHEFFIELD.

# Lining AURIOL Series.

(Registered No. 419719.)

For full particulars of Auriol Borders and Ornaments shown on these pages see pp. 324 and 325.

THE introduction of this elegant and useful series opens up a new era in the history of Typography. The Artist who designed it drew each letter and ornament with a brush, instead of with pen or pencil, the steel punches being cut in faithful imitation of the original drawings. It will be agreed that this interesting departure has yielded extremely gratifying results, and the "Auriol" series will be recognised by all printers as a successful reproduction of artistic brushwork.

The very effective Ornaments, showing a striking originality in design, will form rich embellishments for most occasions, and although introduced in connection with this particular series of letter, they can be appropriately used in all classes of Artistic Display.

7 A, 17 a. 36 POINT. About 12 lb.

POINT SYSTEM
Unique Design

12 A, 30 a. 24 POINT. About 10 lb.

ARTISTIC NOVELTIES
Typography Enriched

24 A, 44 a. 18 POINT. About 9 lb.

The Point System now regulates both alignment and body of type
STEPHENSON, BLAKE & Co.

32 A, 64 a. 12 POINT. About 6 lb.

Several of the American founders objected to a point system based upon a pica capriciously selected, instead of upon some regular division of the foot or metre. £1234567890
ENGLISH AND AMERICAN FOUNDERS.

44 A, 100 a. 10 POINT. About 5 lb.

The spread of Technical Education brought into existence among us a new spirit, which may be called the spirit of standardisation. A genuine desire grew up in the breasts of progressive printers for a systematic arrangement of type bodies in this country as in America and on the Continent. £1234567890
TECHNICAL EDUCATION FOR PROGRESSIVE PRINTERS.

Mr. and Mrs. Frank Graham

At Home

on the occasion of the Marriage of their daughter Charlotte Marion with Thomas Hetherington, son of Sir John and Lady Hart, of The Grange, Eltham, on 26th September, 1907.

Service will be held at St. George's Church, Hanover Square, at 2 o'clock, conducted by the Bishop of London.

26 Ennismore Gardens. R.S.V.P.

Motor Club

MENU.

Ox Tail and Clear Soup.

Boar's Head. Sirloin of Beef.

Quarter of Lamb.

Roast and Boiled Chickens.

Bakewell Puddings.

Wine Jelly. Brandy Cream.

Champagne, Claret, Port, Liqueurs.

Mrs. E. Smithson.

Mount Crescent,
Bournemouth.

WILLIAM CARLING,
Photographer.

Upper Norwood.

Christmas, 1907.

With Heartiest Greetings

and Best Wishes for a very Happy Christmas

and a Prosperous New Year,

from

Mr. & Mrs. MILNE-THOMSON.

86 Burlington Avenue,
Newcastle-on-Tyne.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# ENGADINE. (Not on Point Line.)

3 A, 18 a. 36 POINT. About 11 lb.

Elegant Designs from Stephenson, Blake & Co.
Sheffield, and 33 Aldersgate Street, London

5 A, 24 a. 30 POINT. About 10 lb.

Ornaments from Hungary
Summer Fashions

6 A, 36 a. 24 POINT. About 8 lb.

Orchestral Concerts on Monday
Handsome Souvenir Edition

8 A, 50 a. 18 POINT. About 6 lb.

Branches under Competent Management
Collection of Photogravures
Rambles among Welsh Mountains

9 A, 56 a. 12 POINT. About 4 lb.

Descriptions of Christmas and Eastertide Services
Estimate for Furniture and Decoration
References to Parents and Guardians supplied

Northam Dialectic Society.

English Literary History

THE COMMITTEE ANNOUNCE A FURTHER

Course of Friday Lectures

DURING THE WINTER.

Historical Review of Elizabethan Poets and Dramatists.
Goldsmith and his Predecessors and Contemporaries.
Comparison of Anglo Saxon and Norman Publications.
Prose Writers from Fourteenth to Sixteenth Centuries.

EDWARD BROUGHAM,

September, 1907. Honorary Secretary.

Mr. Charles Lewis.

Mrs. Stanier.

Our Affectionate Greeting.

May Heartiest Enjoyment be yours this Merry Christmastide.

From Philip and Dora Elphinstone.

olmleigh, Bath.

# REED'S WAVERLEY. (Not on Point Line.)

3 A, 16 a. 42 POINT. About 12 lb.

Stephenson, Blake & Co. Letter Founders
Printing Offices Furnished Complete

4 A, 24 a. 30 POINT. About 10 lb.

This Waverley Series will be found suitable in various descriptions of modern work

6 A, 40 a. 24 POINT. About 8 lb.

The Waverley Series is popular on account of its suitability in Circular work as well as for Display purposes

8 A, 50 a. 18 POINT. About 6 lb.

The Waverley Series is popular on account of its suitability in Circular work, while for Display purposes it will be found useful and striking, as shown in the examples herewith.

Picturesque Guide Books.

Cumberland
. . and . .
Westmoreland.

Price Sixpence.

From
Gordon Livingstone.

Xmas 1907.

Accept Good Wishes
for a
Bright and Merry Christmastide
and a Happy New Year.

# LINING CHARLEMAGNE.

7 A. 36 POINT. About 8 lb.

POPULAR DESIGNS

10 A. 30 POINT. About 7 lb.

STEPHENSON, BLAKE & CO.

SHEFFIELD & LONDON

NOVELTIES

Pocket Books of all Makes
Timepieces from France
Handsome Japanese Trays
Silver Mounted Cabinets
Magic Lanterns and Slides
Letter Cases in Morocco
Dance and Menu Cards
Decorated Indian Screens
American Painted Photos

GEORGE DENT,

FANCY GOODS EMPORIUM,

NORTH PARADE, ROCHESTER,

Embraces this opportunity of thanking the Residents in Rochester and surrounding district for the support accorded him, and solicits inspection of his new Premises.

18 A, 32 a. 24 POINT. About 11 lb.

THIS ELEGANT AND DISTINCTIVE SERIES will enable the Progressive Printer to obtain those Striking Effects in Typography now so much desired by his Patrons

21 A, 54 a. 18 POINT. About 9 lb.

PROGRESS OF PRINTING

Perhaps there is no profession which has shown greater development during the present decade than that of Typography

36 A, 74 a. 12 POINT. About 6½ lb.

THE AMERICAN LINING SYSTEM

has undoubtedly been the greatest advancement of all. Since its introduction, paper and card as means of justification and aids to alignment, have been almost entirely banished from the modern Composing Room

# REED'S LINING RECHERCHÉ.

6 A, 34 a. 24 POINT. About 10 lb.

Every Printer realises the necessity of having in his office a letter which will appeal to Customers

8 A, 50 a. 18 POINT. About 8 lb.

Every Printer realises the necessity of having in his office a letter which will appeal to Customers on account of its two-fold merit of beauty and utility, and the series here shown is

10 A, 64 a. 12 POINT. About 6 lb.

Every Printer realises the necessity of having in his office a letter which will appeal to Customers on account of its two-fold merit of beauty and utility, and the series here shown can be recommended either for special classes of Artistic work, or for use in ordinary Printing. £1234567890

12 A, 80 a. 10 POINT. About 4 lb.

Every Printer realises the necessity of having in his office a letter which will appeal to his Customers on account of its two-fold merit of beauty and utility, and the series here shown can be recommended either for special classes of Artistic work, or for use in ordinary Printing, such as Circulars, Programmes, Menu, Invitation and Christmas Cards

Professor Treadwell

Requests the pleasure of your Company on the occasion of his

Seventh Annual Dance

held at the

Terpsichorean Hall, Kentish Town, N.W.

Saturday, November 23rd, 1907.

M 6 to 11 p.m.

Wishing You

. . a . .

Merry Xmas

. . and a . .

Prosperous New Year.

## LINING VERONESE.

3 A, 14 a. 36 POINT. About 12 lb.

Hungarian Costumes

4 A, 24 a. 30 POINT. About 11 lb.

British Souvenir Edition

Modern Fashions

4 A, 40 a. 24 POINT. About 9 lb.

Handsome Continental Decorations

Entertaining Performance

5 A, 40 a. 18 POINT. About 7 lb.

German Reproduction of Famous Picture

Establishment at Manchester

9 A, 54 a. 12 POINT. About 5 lb.

Stephenson, Blake & Co., Letter Founders, Sheffield

Furnish · on · American · Lining · System

*Full Particulars of Spray Ornament used in this Specimen will be found on page 336.*

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING ELECTRA.

7 A, 44 a. 18 POINT. About 8 lb.

Printing is a great aid to Business and Knowledge

9 A, 60 a. 14 POINT. About 7 lb.

The Printer who ignores this fact is underrating his value to the Community and to himself

10 A, 64 a. 12 POINT. About 6 lb.

The Manufacturing Department is organised into divisions, each division in charge of a Manager, assisted by Foremen, all practical and capable

12 A, 80 a. 10 POINT. About 4 lb.

All the departments bear practically the same relation to the Job Printing Office that individual concerns do to an average printing house, for they are its customers


Queen Victoria Street,
Manchester.

Graham & Rogerson invite your attention to their unique display of Novelties in Metal and Leather Goods, Pottery for the Library, also a choice collection of Sterling Silver Ware, all of which present an attractive opportunity for the Christmas buyer. Catalogues now ready, and copies may be had on application as above.

December, 1912.

Stephenson, Blake & Co.
and Sir Charles Reed & Sons

Letter Foundry, Sheffield
33 Aldersgate St., London

Important to Buyers of
Modern Footwear

We invite you to inspect our novel Display of Foot Coverings which we are confident will appeal to all lovers of a really high class article

Orders by Post Solicited

Bradshawe & Gordon
Hanover Street, Bournemouth

Heartiest Greetings
for a very Happy Christmas and
a Joyous New Year
from
Mr. & Mrs. C. Steadman

Holly Lodge, Surbiton Xmas 1912

Brighton Amateur Dramatic Society will present an original work by a well-known dramatist, at the New Theatre during March, in aid of local charities

UNDER ROYAL PATRONAGE

Madame Agnes Lambert has pleasure in announcing her return from the Continent with the Latest Creations in Ladies' Wear

Marquisette Evening Robes
French Dressing Gowns
Brown Charmeuse Dresses

Natural Tussah Coatings
Parisian Touring Costumes
Superb Riding Habits

Kensington Arcade, London, W.

Spring Season 1912

# SCRIPTS, BLACKS, &c.

STEPHENSON, BLAKE & CO.
and
SIR CHARLES REED & SONS

Foundry: Sheffield. London: 33 Aldersgate St.

Set in Lining Hallamshire Old Style.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING SCRIPT, No. 3.

This Series is now cast on Sloping Bodies, avoiding risk of breakage.

---

2 A, 10 a. 60 POINT. About 12 lb.

Bo.t of Messrs. Walsingham & Co.

3 A, 16 a. 42 POINT. About 12 lb.

Fred. Westinghouse & Company, Manufacturers

Incorporated by Royal Charter in 1895

3 A, 19 a. 36 POINT. About 10 lb.

D.o to aforesaid Martin Christopher Newcombe, £1365

Stephenson, Blake & Co., Sheffield and London

5 A, 34 a. 30 POINT. About 10 lb.

The Committee of Birmingham Manufacturers immediately placed themselves in direct communication with several Continental Traders in order to obtain information as to the duties it would be desirable to impose

5 A, 39 a. 24 POINT. About 8 lb.

The Committees of Birmingham Traders immediately placed themselves in communication with the Continental Manufacturers in order to obtain much

6 A, 54 a. 18 POINT. About 6 lb.

The Committee of the Birmingham Traders immediately put themselves in direct communication with the Continental Manufacturers in order to obtain information as to the duties which it would be desirable to impose on the articles manufactured

Sheffield & London.
March, 1908.

Dear Sirs,

We have much pleasure in calling attention to this Series of Imperial Script, which in its general style and finish closely resembles the best copperplate work. The popularity of this Series is already quite phenomenal, and is due not only to its most elegant appearance, but also to its durable qualities.

The Types are cast to American Point Standard on sloping bodies, and, as no sort overhangs, are thus free from an objection usually inherent in Scripts. The utmost care has been taken to ensure accurate junctions, and in this respect also the Series claims to be superior to most, if not all, other Scripts.

The Dotted Lines... ... which are included in each fount, will be found both useful and economical as regards time and labour.

Hoping to be favoured with your esteemed orders, which will receive our most careful attention,

We remain,

Yours faithfully,

Stephenson, Blake & Co.

18 & 24 POINT LINING IMPERIAL SCRIPT.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING IMPERIAL SCRIPT.

## Bo^d of Stephenson, Blake & Co.

### Letter Founders, Sheffield and London.

2 A, 8 a. 42 POINT. About 11 lb.

London Fashion

2 A, 12 a. 36 POINT. About 9 lb.

Continental Railway

3 A, 16 a. 30 POINT. About 9 lb.

Grand Summer Display

4 A, 22 a. 24 POINT. About 8 lb.

Memorandum from Armstrong

6 A, 40 a. 18 POINT. About 8 lb.

The famous Royal Hungarian Band performs daily during September

7 A, 64 a. 12 POINT. About 5 lb.

Testimonials from gratified Parents and Guardians

Prospectus and Terms sent on application

### Imperial Script.

The important advantages offered by this Series, its elegance of design, great durability (owing to the types being cast on sloping bodies), and its remarkable resemblance to copperplate work, have secured for it great popularity, greater perhaps than has been achieved by any other series, and have rendered it an indispensable adjunct to every printing office.

Founts are stocked in the following useful weights as given:

| | |
|---|---|
| 42 Point, in founts of . . . | 11, 16, and 20 lb. |
| 36 Point, in founts of . . . | 9, 13, and 17 lb. |
| 30 Point, in founts of . . . | 9, 12, and 15 lb. |
| 24 Point, in founts of . . . | 8, 12, and 15 lb. |
| 18 Point, in founts of . . . | 8, 12, and 15 lb. |
| 12 Point, in founts of . . . | 5, 8, and 12 lb. |

pleasure to request

your presence and support at the

Laying of the Foundation Stone

of the New Building by the

Most Hon. the Marquis of Londonderry,

On Wednesday, August 26th, 1907.

Ceremony at 3 p. m. R. S. V. P.

Mr. Ernest Knight.

North Finchley.

Mr. R. McDonald.

Mrs. N. McPherson.

Cardigan Avenue,
Edinburgh.

Rowland & Hayes

Wholesale and Retail

Drapers and House Furnishers,

North Church Parade,

Wolverhampton.

Madame Beaumont begs to introduce
for inspection the undermentioned Novelties in the
Choicest & Newest Fashions:

French Twill Morning Wrappers.
Real Lace Handkerchiefs.
Plain and Fancy Dress Fabrics.
Embroidered Cashmere Gowns.
Travelling Dust and Shower Cloaks.
Indian Printed Draperies.

32 Burlington Gardens.

Autumn Season, 1907.

12, 18, 24, 30 & 36 POINT LINING IMPERIAL SCRIPT.

# To Printers and Stationers.

**PLEASE NOTE.**

We supply Complete Printing Outfits on the latest American Methods; Best Quality only.

Our Complete Outfits include both Body and Jobbing Founts on the Lining System; thus saving Time and Labour.

American Style Cases and Wood Cabinets. Chandler & Price Co.'s Gordon Platen Machines and Cutters, the best of their class.

Letter Foundry, Sheffield.

Dear Sirs,

We have much pleasure in asking your attention to the New Series of type shown in this and the following pages, which we have recently produced with very great success under the name of

## Lining Parisian Ronde.

This new style of letter combines the legibility of ordinary Script with the elegance and adaptability of the best work of the engraver, and is largely used both in America and on the Continent as the favourite type for every kind of Society Stationery.

Being cast on the American Point Lining System and on square bodies, no difficulty will be experienced in composition, distribution or corrections with this Series.

Yours faithfully,

**Stephenson, Blake & Co.**

and Sir Charles Reed & Sons.

London: 33 Aldersgate Street.

LINING
PARISIAN RONDE.

# Menu.

Friday, March 6th, 1908.

Ox Tail Soup.

Boar's Head. Sirloin of Beef.

Venison.

Roast and Boiled Chickens.

Fruit Tarts.

Bakewell Puddings.

Wine Jelly.

Hotel Metropole, Whitby.

## DANCES.

1. Country Dance
2. Waltz
3. Quadrille
4. Waltz ...
5. Scotch Reel
6. Waltz ....
7. Schottische

Christmas, 1907.

d Thoughts
Wishes
nd the New Year
rom
Graham.

**Corporation, Limited.**
£10,000.

This is to Certify that

has paid the undermentioned sum on account of Shares in above Company, the Certificate being dated

Rowland Hastings,
Secretary.

£ : :

# LINING PARISIAN RONDE.

Cast on Square Bodies.

14 POINT.

Lining Parisian Ronde being cast on Square Bodies can be composed or distributed with the same facility as ordinary type. 1234567890

18 POINT.

Suitable for Wedding Invitations and every Description of Society Printing

24 POINT.

Copperplate Printing may be imitated with this Fine Series

30 POINT.

Artistic Printing produced by High Class Material

36 POINT.

Handsome Series of Lining Parisian Ronde

48 POINT.

The American Lining System.

Mr. Carr

arles Watson.

WEIGHTS OF FOUNTS.

| | |
|---|---|
| 48 Point—2 A, 10 a; about 12 lb. | 24 Point—5 A, 39 a; about 10 lb. |
| 36 Point—3 A, 18 a; about 10 lb. | 18 Point—7 A, 74 a; about 10 lb. |
| 30 Point—5 A, 24 a; about 10 lb. | 14 Point—7 A, 64 a; about 6 lb. |

Dotted Lines (as shown in date line below) are included in Founts, together with the following special sorts:

ð r r. rs. ð o'c ¼ ½ ¾ ' , ½

Sheffield Letter Foundry

High Class Lining Type and Material,

London:
33 Aldersgate Street.

Sheffield, ..... 190

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# DISPLAY SCRIPT.

These Founts are cast on Sloping Bodies, line with each other, and lock together without any justification.

2 A, 5 a. 54 POINT. About 13 lb.

Bot of Norman Francis

2 A, 5 a. 42 POINT. About 8½ lb.

Devonshire Insurance Corporation

2 A, 8 a. 36 POINT. About 7 lb.

Dr to Benjamin Greenbank & Company

From Stephenson London

# LINING FREEHAND.

1907. 1908.

Heartiest Wishes

for a

Joyous Christmastide

— and —

Glad New Year.

From

Archibald W. Henderson.

24 Lordship Park,
Green Lanes, N.

7 A, 74 a. 18 POINT. About 12 lb.

This Script can be composed and distributed like ordinary Type, and is well suited for work in which an imitation of handwriting is desired

10 A, 126 a. 12 POINT. About 10 lb.

Attention is also requested to the novelty of the design, the accurate joining of letters, and simplicity of the Fount, which contains no duplicate or tied sorts. The Dotted Lines included in each Fount will be found useful and economical.

12 A, 150 a. 10 POINT. About 8 lb.

The Upright Style of Handwriting has superseded that of Sloping in the estimation of Educational Authorities, and is also taught in Public Schools. The imitation in Type of this popular style of Penmanship should appeal to every Printer.

## REED'S LINING CIVIL SERVICE RONDE.

18 POINT.

*Dear Madam,*

*In the accompanying Booklet will be found a few selected designs of artistic Inlaid Linoleums, in the preparation of which neither expense nor effort has been spared to produce the highest quality and best results. From the hygienic point of view, Linoleums are to be preferred to Carpets; they do not harbour dust and are quickly and easily cleaned.*

*Assuring you of our best services,*

*Yours faithfully,*

MARK RUSHFORD & Co.

6 A. 50 a; about 10 lb.

## REED'S LINING UPRIGHT RONDE.

18 POINT.

*Dear Sir,*

*We beg to remind you that our Eighteenth Annual Sale takes place during the forthcoming week, and should it not be convenient for you to visit our establishment may we assure you that all orders forwarded by post will receive prompt and impartial attention. All goods purchased whilst the Sale is proceeding are subject to a discount of 20 per cent. off prices shown in Catalogue.*

*Hoping to receive your highly esteemed commands, we have the honour to remain,*

*Yours faithfully,*

ROBINSON & WEAVER.

8 A, 60 a; about 10 lb.

## LINING COMMERCIAL ITALIC.

14 A, 74 a. 14 POINT. About 10 lb.

*The Directors have much pleasure in submitting their Seventh Annual Statement for the consideration of the Shareholders, and though the year 1905 will be remembered by the prostration of many important*

*STEPHENSON, BLAKE & Co., SHEFFIELD AND LONDON.*

18 A. 112 a. 10 POINT. About 8 lb.

*The Directors have much pleasure in submitting their Seventeenth Annual Statement for the consideration of the Shareholders, and though the year 1905 will be remembered by the prostration of many important branches of*

*METROPOLITAN AND PROVINCIAL BANKING CORPORATION.*

16 A, 104 a. 12 POINT. About 10 lb.

*The Directors have much satisfaction in submitting their Seventeenth Annual Statement for the consideration of the Shareholders, and though the year 1905 will be remembered by the prostration of many important branches of trade and*

*METROPOLITAN AND PROVINCIAL BANKING CORPORATION.*

# LINING TYPE-WRITERS.

18 A, 110 a. 12 POINT, No. 2. About 10 lb.

TYPE-WRITING.--The increase in the use of Type-Writing Machines for correspondence has called for a Type face in close imitation of the same, and we hope that the founts here shown may meet with approval generally. We have the pleasure to submit this Specimen of No. 2 Type-Writer, which has been produced to meet the growing demand for a character which satisfactorily imitates the style of letter used on the most approved and most recent Type-Writing Machines.

18 A, 104 a. 12 POINT, No. 3. About 10 lb.

TYPE-WRITING.--The increase in the use of Type-Writing Machines for correspondence has called for a Type face in close imitation of the same, and we hope that the founts here shown may meet with approval generally. We have the pleasure to submit this Specimen of our "Standard" Type-Writer, which has been produced to meet ~~the~~ the growing demand for a character which satisfactorily imitates the style ~~and~~ of letter used on the most approved Machines.

18 A, 104 a. 12 POINT, No. 4 (RIBBON-FACE). About 10 lb.

TYPE-WRITING.--The increase in the use of Type-Writing Machines for correspondence has called for a Type face in close imitation of the same, and we hope that the founts here shown may meet with approval generally. We have the pleasure to submit this Specimen of our "Ribbon-Face" Type-Writer, which has been produced to meet the growing demand for a character which satisfactorily imitates the style of letter used on the most recent Type-Writing Machines.

20 A, 130 a. 10 POINT. About 10 lb.

TYPE-WRITING.—The steadily increasing use of Type-Writing Machines for correspondence has called for a Type face in close imitation of the same, and we hope that the founts here shown may meet with the approval of the trade. We would ask attention to the new size of Type-Writer in which this paragraph is set, as it may be preferred for jobs where the get-in is of importance. We have frequently been asked for a smaller face than is generally used, and we trust that this 10 Point will meet a long-felt want, and that we shall be favoured with your esteemed orders.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

1110

Typographical Students are aware that if profitable as well as effective work be aimed at, the simplest style and design is essential. If an initial, or border, ornament, or cut, be introduced and a colour judiciously used, the value of a printed page is enhanced without injury to the simplicity of design, but the use of twisted rule, masses of borders, etc., often placed indiscriminately, not only increase the cost of composition, but tend to detract, rather than beautify and enforce the salient features of the work. This Series was designed with the above in mind, and the examples on these pages show to what extent we have succeeded.

# Point Body

## Notice to Our Clients

On Thursday next, the twenty-eighth of June, at half-past three in the afternoon, our new and spacious premises, replete with beautifully fitted Showrooms, will be opened for inspection, when we hope we may be favoured with your presence

Wardlows, Ltd., Oxford Street, W.

# Washington

14 A, 80 a, 2 lb. — 6 POINT. — 28 A, 160 a, 4 lb.

When a man has become famous, dignified ancestors are sure to be provided for him. Efforts have been made to connect George Washington with more than one family of consequence in England bearing his name. It has only recently been discovered, however, that the two Washington brothers who came to America in Cromwell's day were of

8 A, 54 a, 3 lb. — 10 POINT. — 15 A, 110 a, 6½ lb.

The last named date is the one that is universally observed as the birthday of Washington. The little George had afterward several brothers and sisters

6 A, 40 a, 4½ lb. — 14 POINT. — 12 A, 80 a, 9½ lb.

It is said that while George was living with his brother he was one day in Alexandria

3 A, 18 a, 6½ lb. — 24 POINT. — 6 A, 50 a, 15 lb.

Moorland Walks

2 A, 12 a, 9½ lb. — 36 POINT. — 4 A, 24 a, 19 lb.

Alexandra

2 A, 4 a. — 60 POINT. — About 16 lb.

Yearly

2 A, 4 a. — 84 POINT. — About 24 lb.

Send

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# Text Series

9 A, 70 a, 2½ lb. 8 POINT. 18 A, 140 a, 5 lb.

John Washington marched as Colonel at the head of a number of Virginians in attacking an Indian fort in Maryland. While some white men were holding a parley with some chiefs at

6 A, 50 a, 4 lb. 12 POINT. 12 A, 100 a, 8 lb.

Washington's ancestors seem to have been very good businesslike men. True Virginian Planters

5 A, 22 a, 5 lb. 18 POINT. 10 A, 54 a, 11 lb.

When not quite sixteen years of age, his mother

2 A, 14 a, 7½ lb. 30 POINT. 4 A, 34 a, 15 lb.

French Court

2 A, 6 a, 12 lb. 48 POINT. 3 A, 12 a, 19½ lb.

Vandals

2 A, 4 a. 72 POINT. About 23 lb.

Trite

2 A, 4 a. 96 POINT. About 32 lb.

Gun

The Eastertide Service

CELTIC BORDER

Church of Saint Matthew
Ewell and Ditton Hill Roads
Surbiton.

Line & Set

Established A. D. 1813

William Dove

Wishes to make known to all his Patrons that at the Opening of his New Premises a big show of

Fancy Waistcoats

for which he is far-famed, will be made; also an entirely new stock in up-to-date Highland Suitings.

No. 234 Martin Street

1111

# Chambers, Sanderson & Company

## Jewellers

Statuary

Antiques

Watchmakers, Silversmiths, Diamond Setters
Antique Hall Clocks

Telephone: 258 Oxford.

36 Mountford Road, Oxford, ..... 190

# Menu.

Clear Ox-tail Soup  Mulligatawny Soup

Boiled Turbot and Shrimp Sauce
Filletted Plaice

Roast Beef  Horseradish  Yorkshire Pudding
Boiled Mutton and Caper Sauce
Vegetables in Season

Roast Duck  Roast Chicken  Ham

Gooseberry and Currant Tarts  Tipsy Cake
Custard  Wine and Orange Jellies

Cheese and Salad

# Machinery

Of every description for the Printer, including Wharfedales, Cylinder and Rotary Machines, Platens, Guillotine Cutting Machines, &c. &c. Made throughout and on view at our own Works

1152

## Rowlands & Co.

Cardigan Street, Edinburgh

No.  London, ..... 190

# Great Western Bank

(Strand Branch)

Pay to ..... or Order

the Sum of .....

£ : :

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING AUGUSTAN BLACK.

3 A, 24 a. 24 POINT. About 6½ lb.

Amalgamated Society of European Coach Builders
Preliminary Announcement of Inauguration

4 A, 36 a. 18 POINT. About 5 lb.

Notice is Hereby Given that a meeting of the leading Manufacturers has been arranged to take place on the Second Tuesday in October

7 A, 50 a. 12 POINT. About 4 lb.

Notice is Hereby Given that a Meeting will be called for the purpose of considering Resolutions relating to the admission or otherwise of Manufacturers residing beyond the boundary prescribed

10 A, 74 a. 10 POINT. About 3 lb.

Notice is Hereby Given that a Meeting will be held for the purpose of considering certain Resolutions relating to many

Westminster Mineral Water Company, Limited

10 A, 74 a. 8 POINT. About 2 lb.

Notice is Hereby Given that a Meeting will be held for the purpose of considering Resolutions relating to the admission or otherwise of certain

Exhibition of Paintings in Water Colours by British Artists

## LINING CONDENSED OLD ENGLISH.

2 A, 12 a. 48 POINT. About 10½ lb.

Barmouth Times

3 A, 16 a. 36 POINT. About 8 lb.

Manchester Observer

4 A, 20 a. 30 POINT. About 7 lb.

Hampstead Borough Council

5 A, 40 a. 18 POINT. About 4 lb.

Botanical Specimens from North America
Exhibition of Electrical Contrivances

5 A, 44 a. 12 POINT. About 3 lb.

Combination of West Australian Mining Companies
Promenade Concerts during the Winter Months

## LINING COLUMBIAN TEXT.

2 A, 14 a. 48 POINT. About 10 lb.

Hibernian Ceremonies

3 A, 14 a. 42 POINT. About 8½ lb.

Memories of Westminster

3 A, 16 a. 36 POINT. About 6½ lb.

Mineralogical and Geographical

3 A, 20 a. 30 POINT. About 5 lb.

Songs of Great Britain and Ireland

4 A, 24 a. 24 POINT. About 4 lb.

Financial Statement of Local Government Board

4 A, 32 a. 18 POINT. About 3 lb.

Managing Directors of the Metropolitan Gas Syndicate

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

# LINING SAXON BLACK.

2 A, 4 a. 72 POINT. About 22 lb.

Malden Times

2 A, 6 a. 60 POINT. About 14 lb.

Birmingham Courier

3 A, 8 a. 48 POINT. About 12 lb.

Corporation Appointment
American Productions

3 A, 12 a. 36 POINT. About 10 lb.

Popular Continental Nominations
British and Foreign Specimens

4 A, 20 a. 30 POINT. About 9 lb.

Quarterly Appointment of District Inspector
Dominican and Benedictine Settlements

4 A, 24 a. 24 POINT. About 7 lb.

Financial Statement of the Oriental Trading Syndicate
Prospectuses of the Lancaster Banking Company

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING SAXON BLACK.

5 A, 40 a. 18 POINT. About 6 lb.

The Directors of the Birkenhead Electric Railway Company have Popular French Presidents

6 A, 40 a. 12 POINT. About 4 lb.

The Directors of the North Devon Electric Railway Company are prepared to consider applications for supplying general stores. Manufacturers' Supply Association

The Letter Founders' Review.

Northumberland Avenue,

Published Quarterly
Price 2/6
Editor: H. A. Stanley

London

8 A, 40 a. 10 POINT. About 3 lb.

The Directors of the Liverpool Electric Railway Company are prepared to consider Tenders for the supply of General Stores. Manufacturers and Appointment of New Sanitary Inspector

8 A, 50 a. 8 POINT. About 2 lb.

The Directors of the Liverpool Electric Railway Company are prepared to receive Tenders for the Supply of General Stores. Manufacturers and others desirous of tendering for same should apply to the undersigned on the Forms provided Nelson Centenary Celebrated in October, 1905

## LINING MISSAL CAPITALS.

5 A. 30 POINT LINING MISSAL CAPITALS. About 3 lb.

Salisbury Cathedral Memorial Windows

3 A. 24 POINT LINING MISSAL CAPITALS. About 2¾ lb.

Nuneaton Demonstration British Emblems

5 A. 18 POINT LINING MISSAL CAPITALS. About 2 lb.

Specimen of Restored Painting Austrian Telephone

Morning Services

Arrangements during Lent

St. Bartholomew's, Highbury

Rector: The Rev. G. Pearson

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

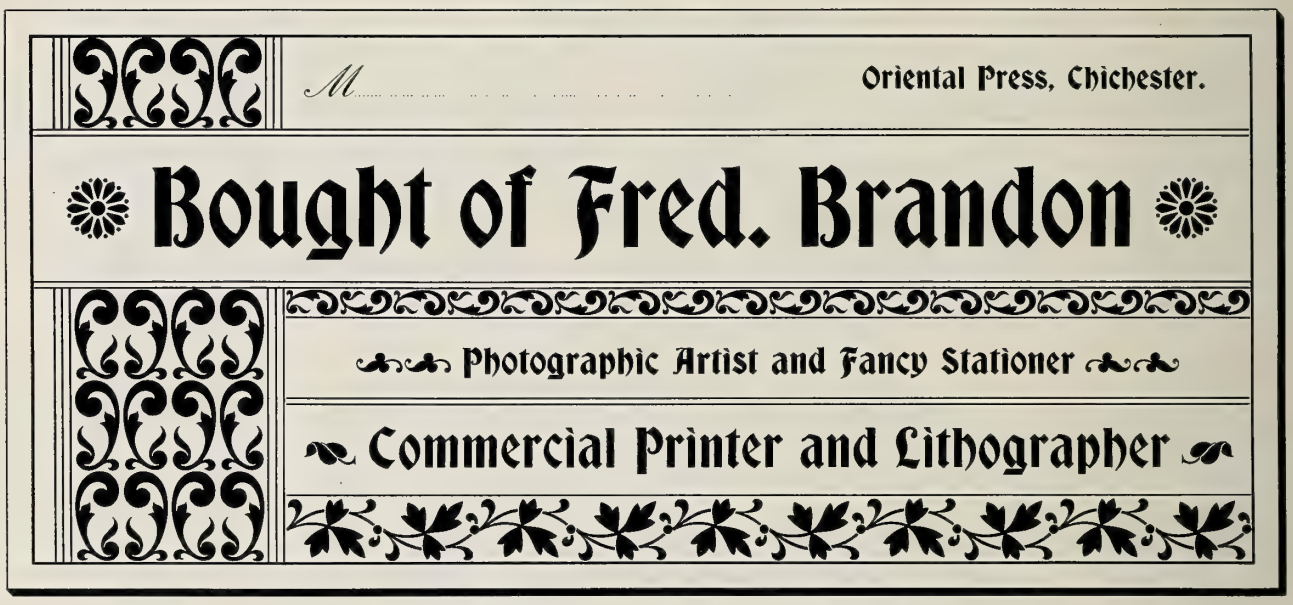
## LINING ABBEY TEXT.

2 A, 8 a. 60 POINT. About 18 lb.

# Aberystwith Herald

3 A, 20 a. 30 POINT. About 11 lb.

## Black Letters have for years been conspicuous in Printing




*For Specimen of Display Ornaments here used, see page 343.*

4 A, 24 a. 24 POINT. About 8 lb.

## Black Letters have for years been of conspicuous service in Printing

## Durable and Effective Series

3 A, 10 a. 48 POINT. About 15 lb.

# Stephenson, Blake & Co.

*Small Job Founts (Capitals and Lowercase put up separately) are supplied in Canada, unless otherwise ordered, instead of the larger founts specified below.*

## LINING ABBEY TEXT.

6 A. 40 a. 18 POINT. About 7 lb.

**Black Letters have for years been in conspicuous demand and are to-day most popular**

**Stephenson, Blake & Co.**

10 A. 60 a. 14 POINT. About 6 lb.

**Black Letters have been in conspicuous service for years in nearly every Printing Office throughout the country, and they are to-day more popular than ever before**

**Letter Foundry, Sheffield and London**

3 A. 16 a. 36 POINT. About 12½ lb.

**Popular Evening Concert**

12 A. 68 a. 12 POINT. About 5½ lb.

**Black Letters have been in conspicuous service for many years in nearly every Printing Office in the land, and they are to-day more popular than ever. The great legibility of this Series**

**Types and Borders Correct Standard.**

**Offices Furnished on Point Lining System.**

14 A. 78 a. 8 POINT. About 3 lb.

**Black Letters have for many years been in conspicuous use in nearly every Printing Office in the land, and to-day they are more popular than ever. The very great legibility of this Series makes it preferred where the less easily read old black letter would be unsatisfactory, and consequently Abbey Text has become a standard fashion in type for general printing.**

**Superior Printing Material of every Description.**

**Frames, Cases and Furniture to suit all Requirements.**

## LINING BLACK, No. 3.

2 A. 12 a. 36 POINT. About 10 lb.

**Annual Christmas Gathering**

3 A. 16 a. 24 POINT. About 6 lb.

**Famous Portraits in the Grecian Museum**
**Readings from Ancient Dramatists**

4 A. 20 a. 18 POINT. About 5 lb.

**Descriptive Catalogue**
**Recitation from Dickens**
**Morning Recitals**

5 A. 36 a. 12 POINT. About 4 lb.

**Dealer in Persian Tapestries**
**Sweden and Norway**
**North American Rambles**

6 A. 40 a. 10 POINT. About 3 lb.

**Presentation of Colours to the Regiment**
**Mechanicians and Statesmen**
**Photographs of English Mountains**

6 A. 40 a. 8 POINT. About 2 lb.

**Revised Edition of the Tragedy of Macbeth**
**Mercantile Stationers in Edinburgh and Glasgow**
**Masterpiece of Roman Literature**

# LINING ALEXANDRIAN BLACK.

3 A, 12 a. 48 POINT. About 12 lb.

The Origin of Bodies

4 A, 18 a. 30 POINT. About 5 lb.

The Origin of our Type-Bodies, and the names which have grown around them is a

6 A, 24 a. 24 POINT. About 5 lb.

The Origin of all Type-Bodies, and the nomenclature which has grown around them is a branch of your

6 A, 36 a. 18 POINT. About 4 lb.

The Origin of our Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity

8 A, 44 a. 14 POINT. About 3½ lb.

The Origin of Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity which has ever been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first

8 A, 50 a. 12 POINT. About 3 lb.

The Origin of our Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity which has always been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the earlier Printers were of a primitive construction

8 A, 50 a. 8 POINT. About 1 lb.

The Origin of all Type-Bodies, and the nomenclature which has grown around them, is a branch of Typographical antiquity which has ever been shrouded in more or less obscurity. Imagining, as we do, that the moulds of the first Printers were of a primitive construction, and, though conceived on true principles, were adjusted to the various sizes of letter they had to cast, more by eye than by rule, it is very easy to understand that founts would be cast on no other principle than that of ranging in body, line and height in themselves, irrespective of the body

# INITIALS, BORDERS, TYPE ORNAMENTS, &c.

STEPHENSON, BLAKE & CO.
and
SIR CHARLES REED & SONS

Foundry: Sheffield. London: 33 Aldersgate St.

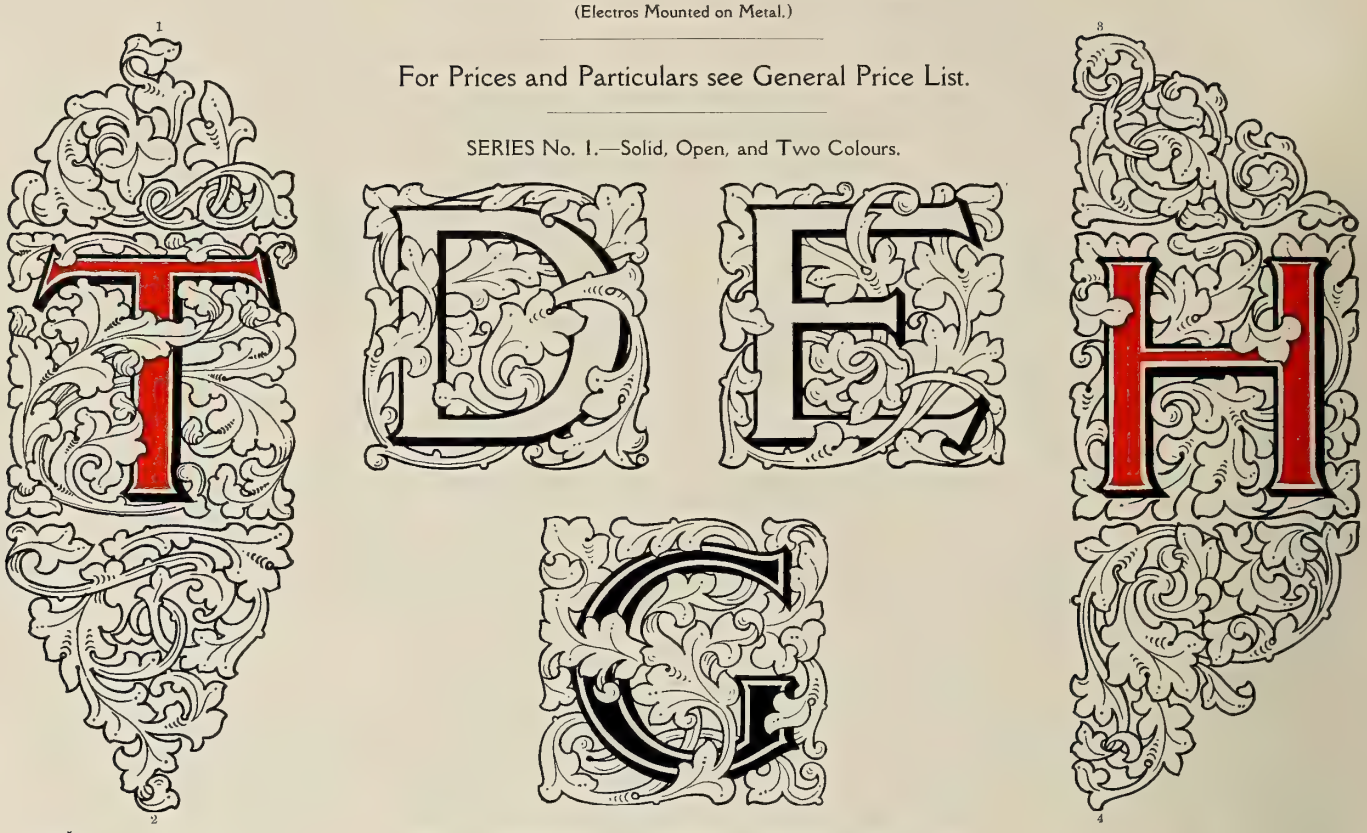
Set in Lining Hallamshire Old Style.

# WESTMINSTER INITIALS.

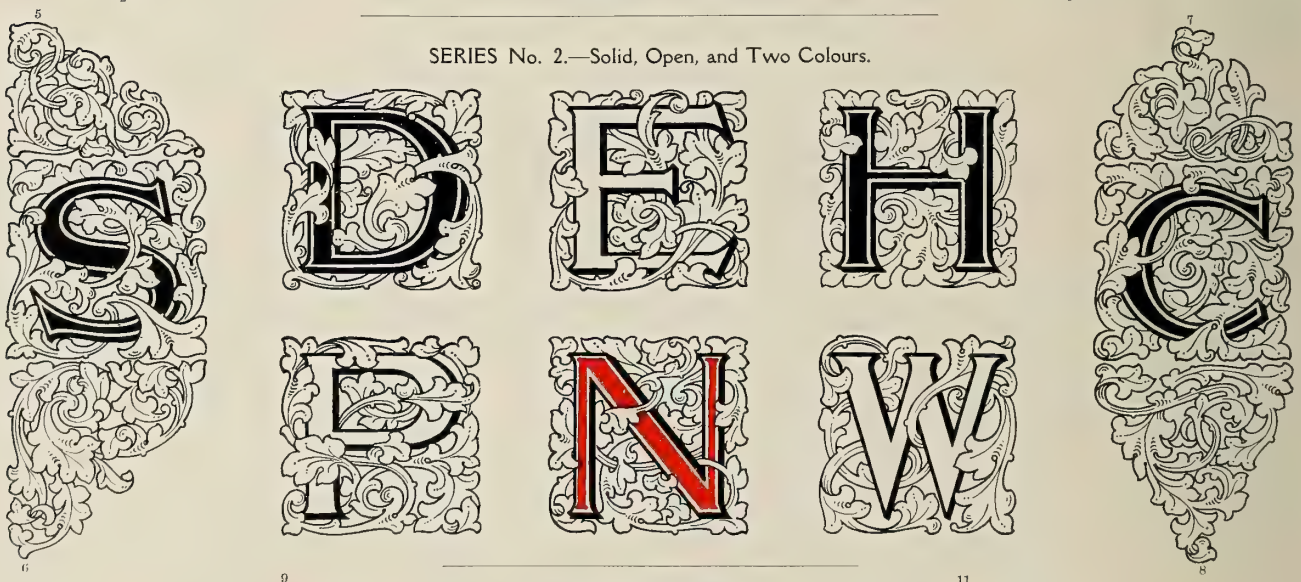
(Electros Mounted on Metal.)

For Prices and Particulars see General Price List.

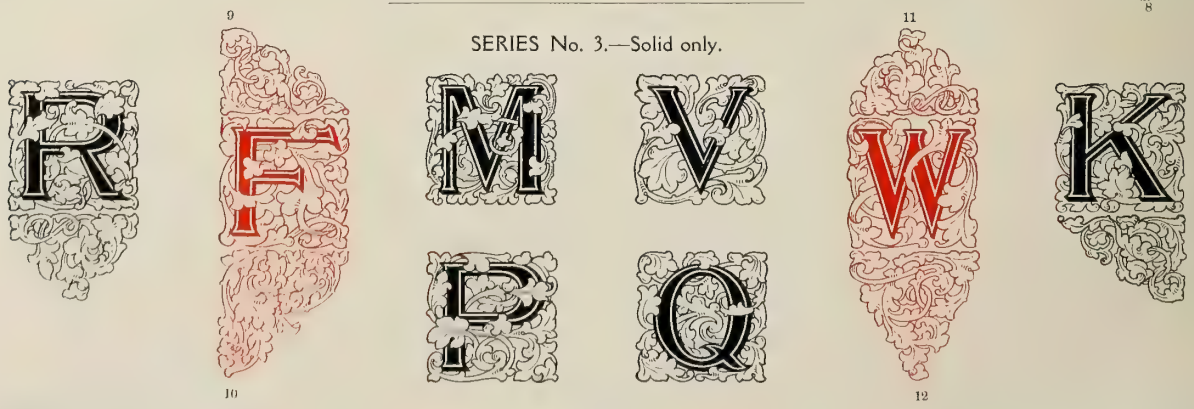
SERIES No. 1.—Solid, Open, and Two Colours.




SERIES No. 2.—Solid, Open, and Two Colours.




SERIES No. 3.—Solid only.



# TEXT INITIALS, With Mortised Ornaments.

(Electros Mounted on Metal.)

SERIES No. 4.—SIX LINE (72 Point), for One or Two Colours.

1110.

SERIES No. 5.—FIVE LINE (60 Point), for One or Two Colours.

1111.

SERIES No. 6.—FOUR LINE (48 Point), for One or Two Colours.

1112.

For Prices of Sets and Separate Initials, see General Price List.

# MORTISED INITIAL BLANKS.

(Electros Mounted on Metal.)

1102.

1103.

1104.

1107.

SUPPLIED IN SETS OF

4 Electros, Nos. 1102, 1103, 1104, 1105.
4 ,, Nos. 1106, 1107, 1108, 1109.
3 ,, Nos. 1110, 1111, 1112.

Or may be ordered separately.

For Prices see General Price List.

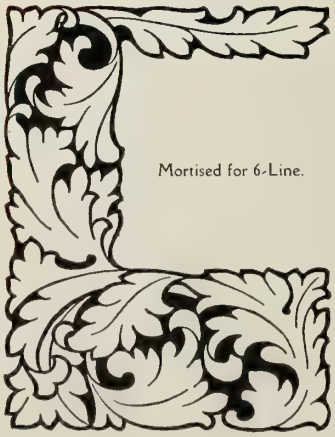
1108.

1105.

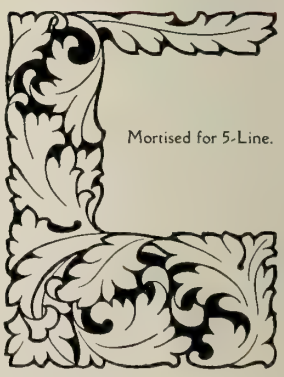
1109.

1106.

1112.




1110.




1111.

# FLORAL, LANDSCAPE, AND OLD STYLE INITIALS.

(For Prices of Sets and Separate Initials, see General Price List.)

60 POINT INITIALS.

72 POINT FLORAL INITIALS.

72 POINT LANDSCAPE INITIALS.

ORNAMENTED INITIALS, No. 1 (ELECTROS).

72 POINT ORNAMENTED INITIALS. No. 2.

48 POINT OLD STYLE INITIALS.

42 POINT OLD STYLE INITIALS.

30 POINT OLD STYLE INITIALS.

# ORNAMENTED INITIALS, No. 3.

(Electros Mounted on Metal.)

SERIES No. 7.—For One or Two Colours.

SERIES No. 8.—For One or Two Colours.

SERIES No. 9.—For One or Two Colours.

For Prices and Particulars see General Price List.

# LINING ROYAL BLACK INITIALS.

72 POINT.

42 POINT.

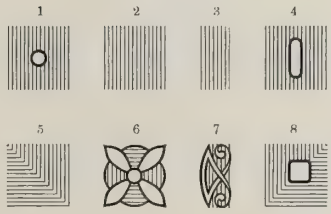
48 POINT.

For Prices and Particulars see General Price List.

# SIMPLEX BORDER

*All on 24 Point body, and effective either with or without Brass Rule.*

## SYNOPSIS.




## WEIGHTS.

SET No. 1 comprises Complete Assortment of about 10 lb.
,, 2 ,, ,, ,, ,, $7\frac{1}{2}$ lb.
,, 3 ,, ,, ,, ,, 5 lb.

*Set No. 2 includes extra proportion of piece No. 2.*

---

## STEPHENSON, BLAKE & Co.

and Sir Charles Reed & Sons.

SIMPLEX BORDER

*A FEW*

Practical Suggestions

ILLUSTRATING BORDERS
BACKGROUNDS, &c.

Stephenson, Blake & Co.
and Sir Charles Reed & Sons

DOVERCOURT HOUSE

A ROMANCE OF SCOTLAND

IDYLL PUBLISHING Co.,
London and Manchester

SHEFFIELD CHARITY SPORTS.

THE OFFICIAL

# PROGRAMME

(Published by permission of the Sports Committee).

*Tuesday, March 25th, 1912.*

STEPHENSON, BLAKE & Co

SIR CHARLES REED & SONS.

# SIMPLEX BORDER

24 POINT.

5 2 3 5

18 POINT.

10 9 10

12 POINT.

12 11 12

Price . . . . per lb.

Of the pieces here shown only 24 Point are included in the ordinary Sets of Simplex Border, but the 18 Point and 12 Point will be found useful where a smaller size is required.

For Complete Sets of Simplex Border (24 Point) see separate Specimen.

STEPHENSON, BLAKE & CO.
SHEFFIELD AND LONDON

# NEW BORDERINGS.

Designed for use in General Artistic Work as Borders and Bands, and specially suitable for Modern Newspaper Display and Cover Borders.
Cast on American Point System. For Prices see General Price List at beginning of book.

36 POINT. $8\frac{1}{4}$ in. = 1 lb.

No. 239.

30 POINT. $10\frac{1}{4}$ in. = 1 lb.

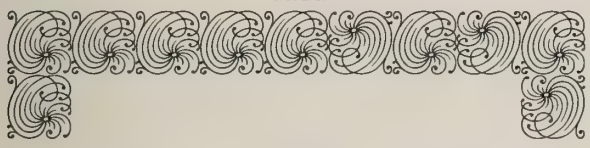
No. 243.

24 POINT. $12\frac{1}{2}$ in. = 1 lb.

No. 240.

No. 241.

No. 292.



No. 242.

No. 259.

No. 260.

No. 261.

No. 244.

24 POINT—Continued.

No. 266.

No. 247.

18 POINT. $16\frac{1}{2}$ in. = 1 lb.

No. 245.

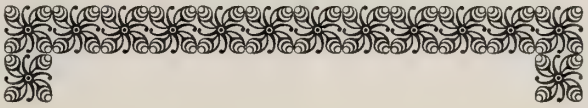
No. 246.

No. 248.

No. 249.

No. 262.

No. 263.



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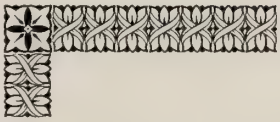

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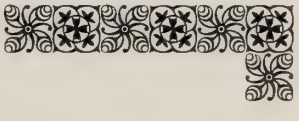


No. 269.

No. 270.

No. 271.

# NEW BORDERINGS.

Designed for use in General Artistic Work as Borders and Bands, and specially suitable for Modern Newspaper Display and Cover Borders. Cast on American Point System. For Prices see General Price List at beginning of book.

## 18 POINT—Continued.

No. 272.

No. 273.

No. 274.

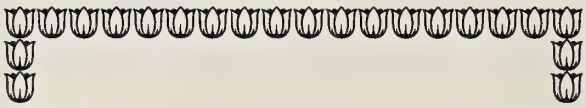
No. 243.

No. 244.

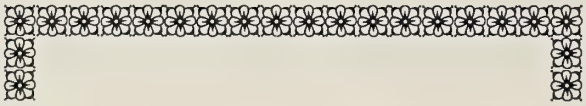
No. 247.

## 12 POINT. 25 in. = 1 lb.

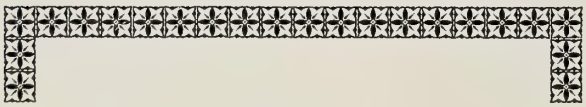
No. 251.



No. 252.



No. 257.



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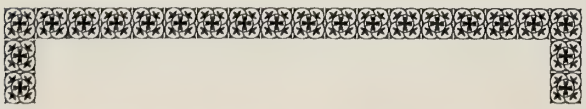

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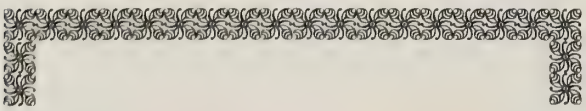

## 12 POINT—Continued.

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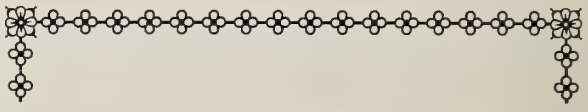

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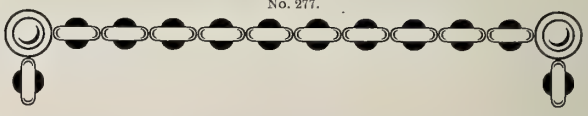

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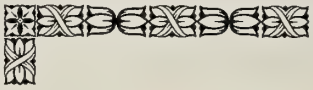

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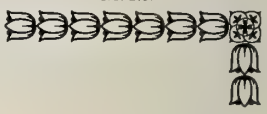

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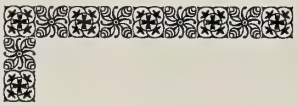

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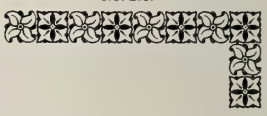

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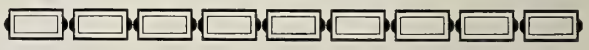

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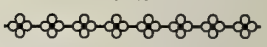

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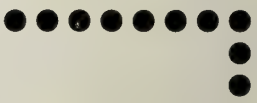

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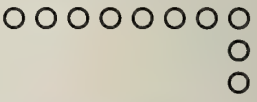

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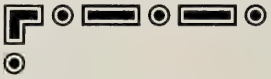

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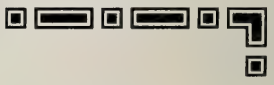

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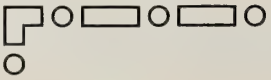

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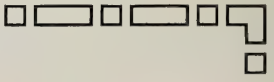

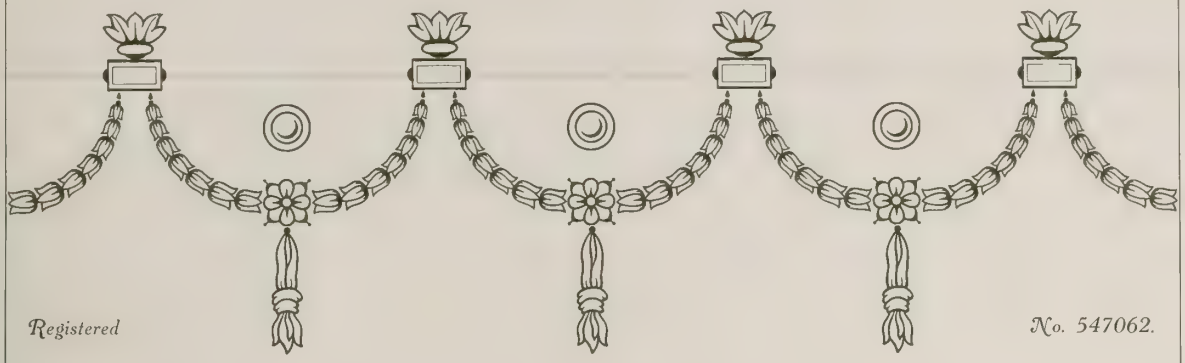

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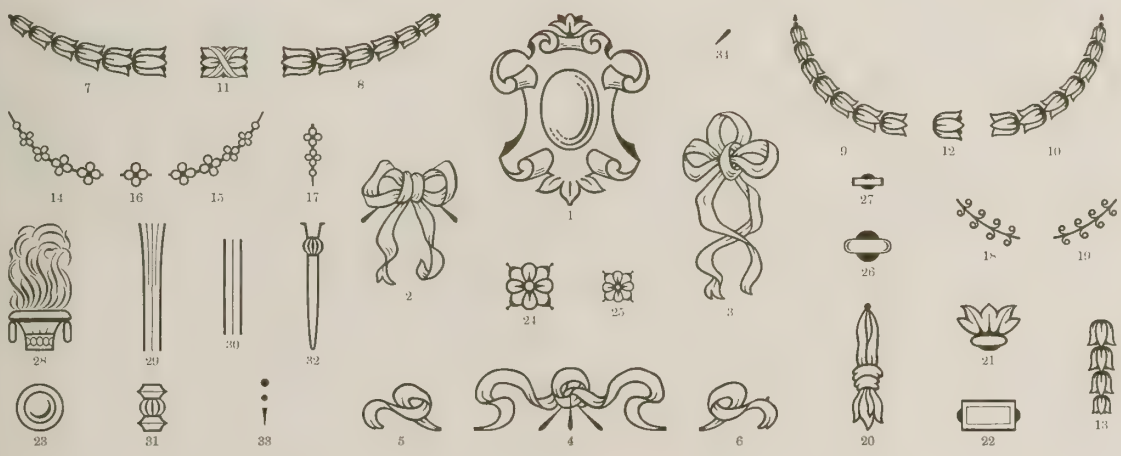
# *The Garland Ornament*

*A Reproduction of the Adams Ornament in Movable Types.*

STEPHENSON, BLAKE & Co.'s new GARLAND ORNAMENT enables the letterpress printer, for the first time, to reproduce from movable types many of the universally admired designs of the famous Adams style of decoration. All the pieces are cast to multiples of 6 Point on the American Point System; and the simplicity of the designs, facility of composition, and immense variety of effects that can be produced must recommend the Ornament to all printers of taste. Specimen Booklet, giving practical examples of the use of the Ornament, sent on application.

**SYNOPSIS.**



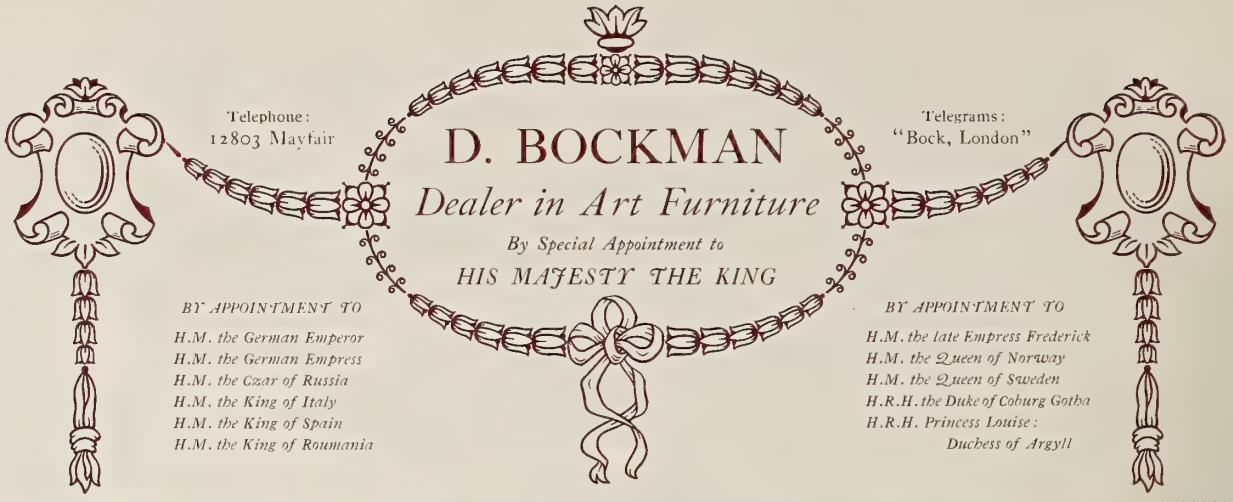

SET No. 1.—Complete Assortment. SET No. 2.—Smaller Complete Assortment. Extra pieces at Border prices.

*For Prices see General Price List.*

Special Border Cases, size of Half Upper Case (to fit Handy Cabinet), can be supplied.

STEPHENSON, BLAKE & CO. and SIR CHARLES REED & SONS

*Letter Foundry, Sheffield; and 33 Aldersgate Street, London, E.C.*



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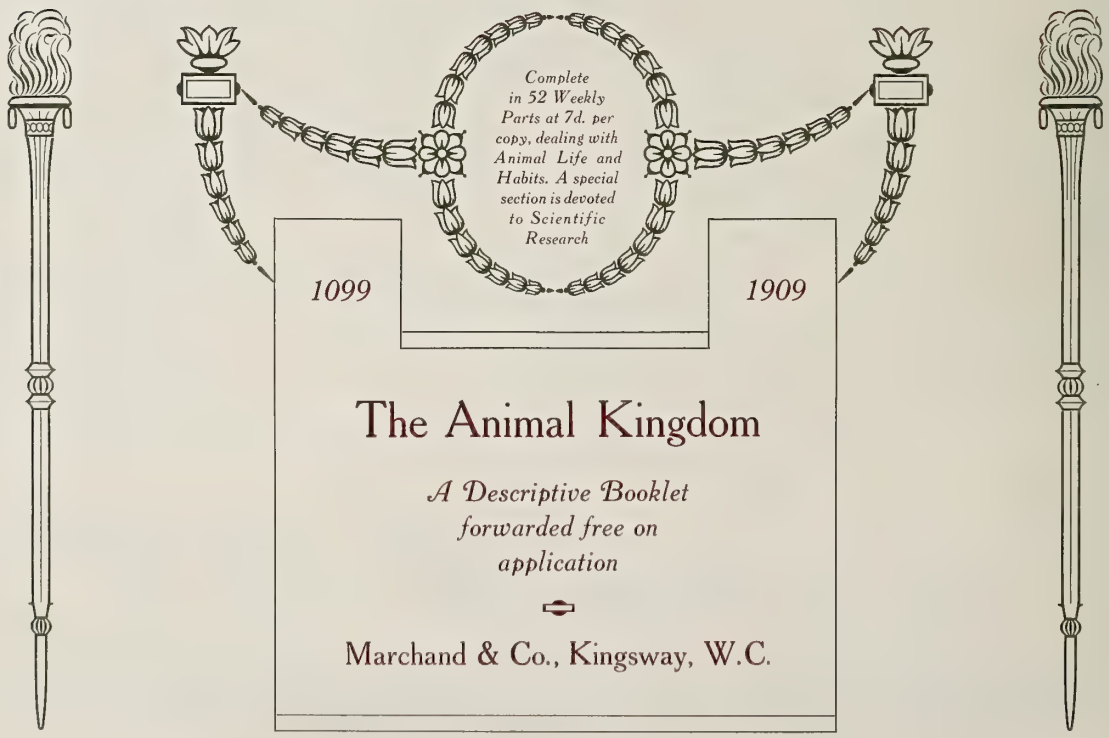

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*Point Line is a term signifying that the distance from the line to the edge of the type measures a fixed number of Points*

*ACCURACY GUARANTEED*

*Offices completely equipped with Type, Borders, Rules, Leads, &c. cast on the American Point System. Sample Boxes*

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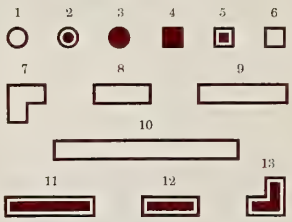
EASILY SET UP

SIMPLE AND STRIKING

CAST ON 12 POINT BODY

SYNOPSIS.




Complete Assortment of 5 lb.

Extra pieces at Border Prices.

*For Prices see General Price List.*

BRASS BORDER RULES.

Sets of Labour-saving Brass Rules, which will be found to work effectively in conjunction with Tablet Border, are supplied at moderate prices.

For Prices and particulars of assortment, see Brass Rule Section of Point Line Specimen Book.

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FOUNTS NOW READY

## STEPHENSON, BLAKE & CO.

AND

## Sir Charles Reed & Sons

# THE · VIOLET · BORDER ·

THIS ORIGINAL AND HIGHLY ARTISTIC BORDER ENABLES THE PRINTER TO PRODUCE, IN ENDLESS VARIETY AND WITH THE GREATEST FREEDOM, THE STYLE OF DESIGN NOW SO POPULAR, WHICH HITHERTO COULD ONLY BE OBTAINED BY ARTISTS' DRAWN WORK.

CHARACTERS.

SET No. 1.—Complete Assortment. SET No. 2.—Smaller Complete Assortment. SET No. 3.—Pieces Nos. 23 and 25 to 32 only

Special Border Cases, size of Half Upper Case (to fit our Handy Cabinet), can also be supplied.

For Prices see General Price List.

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THIS BORDER
IS COMPOSED
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IS EXTREMELY EASY
TO MANIPULATE.

The
Violet Border
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Cover and Front Pages,
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Programmes,
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Letter Headings,
Memorandum Heads,
and every Variety of
Border.

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AND
JUSTIFIED WITH
SIX POINT
AND TWELVE POINT
SPACING.

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A Fortnight's Holiday in

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## Catalogue for 1908



SIR CHARLES REED & SONS.

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12 Point Westminster Border, No. 1. Fount of 3 lb.

## WESTMINSTER FESTOONS, No. 1

Fount of 42 pieces.

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12 Point Westminster Border, No. 2.
Fount of 3 lb.

## WESTMINSTER FESTOONS, No. 2.

24 Point. Fount of 3 lb.

19 20 21 22 23 24 25

18 Point. Fount of 3 lb.

26 27 28 29 30 31 32

12 Point. Fount of 2 lb.

33 34 35 36 37 38 39

12 Point Westminster Border, No. 3. Fount of 3 lb.

6 Point Westminster Border. Fount of 1 lb.



For Prices of Westminster Borders, Festoons and Ornaments, see General Price List.

SERIES No. 1. 9 pieces. Founts of 8 lb. and 12 lb.

SERIES No. 2. 9 pieces.
Founts of 4 lb. and 6 lb.

# AURIOL BORDERS.

Rd. No. 424009.

CAST TO THE AMERICAN POINT STANDARD.

**For Prices see General Price List.**

STEPHENSON, BLAKE & CO.

SERIES No. 3.
7 pieces.
Founts of 4 lb. and 6 lb.

SERIES No. 4. 3 pieces. Founts of 6 lb. and 9 lb.

SERIES No. 5. Founts of 6 lb. and 9 lb.

SERIES No. 6.

Founts of 3 lb. and 5 lb.

SERIES No. 7. Founts of 3 lb. and 5 lb.

SERIES No. 8. Founts of 2 lb. and 3 lb.

SET No. 1, including Assortment of Brass Rule. For Prices see General Price List.

SET No. 2, including Assortment of Brass Rule. For Prices see General Price List.

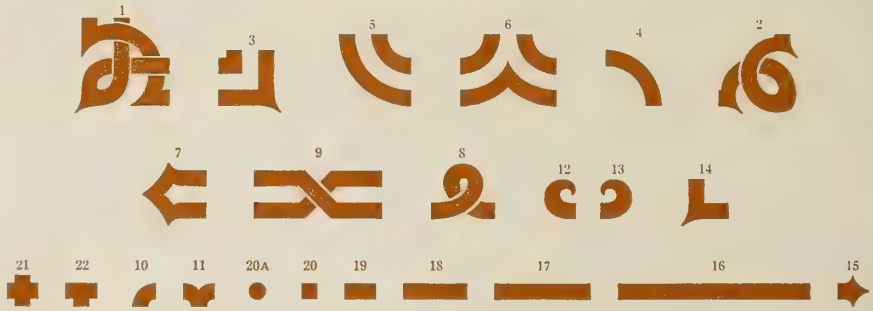
SET No. 3, including Assortment of Brass Rule. For Prices see General Price List.

# The . . . CELTIC BORDER

CAST ON AMERICAN POINT SYSTEM.

SIMPLY JUSTIFIED. EASILY COMPOSED.

## SYNOPSIS OF SECTION 1.



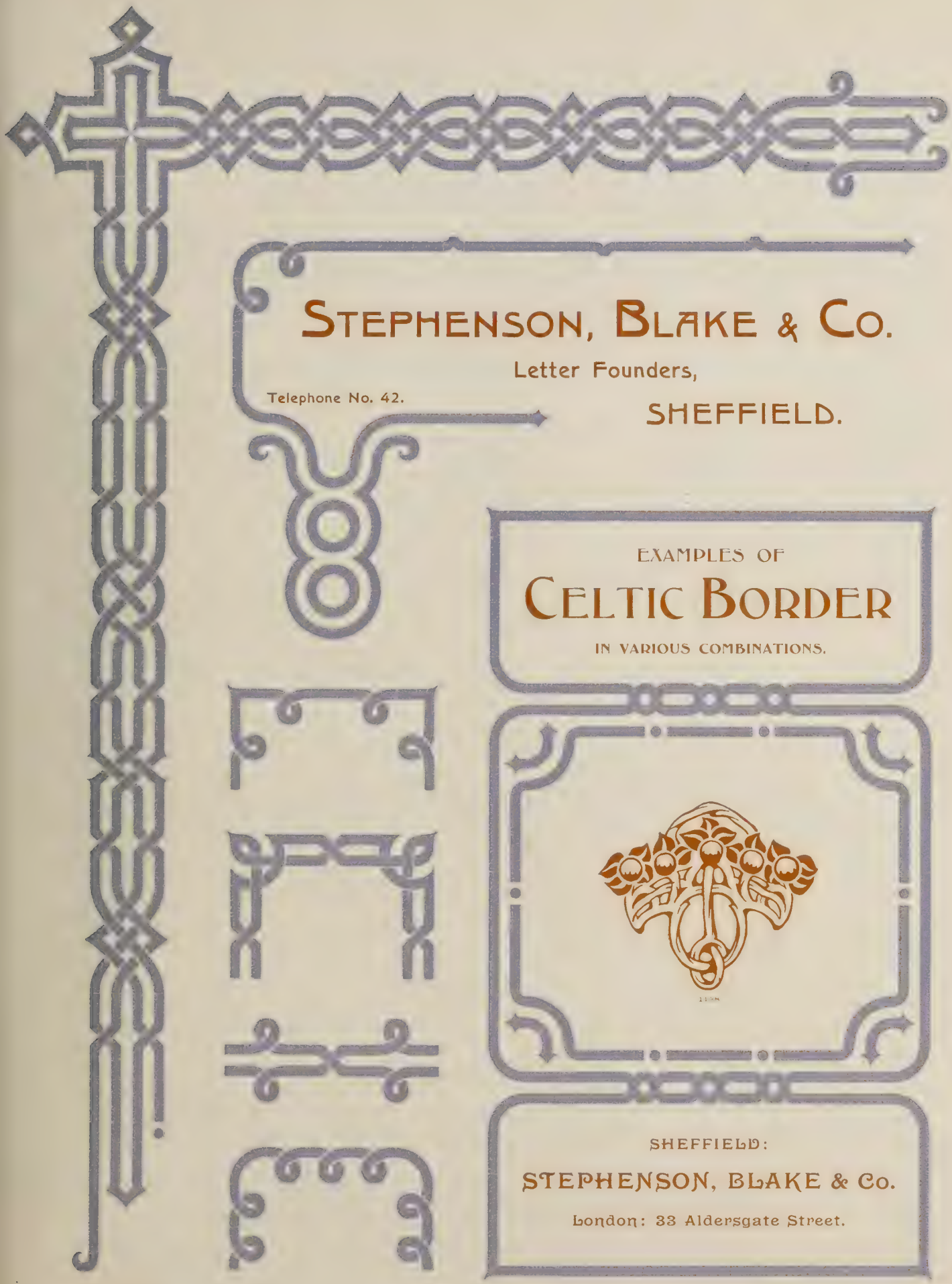

For Prices of Sets see General Price List. Extra pieces at Border Prices.

## SYNOPSIS OF SECTION 2.

For Prices of Sets (pieces 23 to 27 only) see General Price List. Extra pieces at Border Prices.

For prices of Complete Sets, including both Sections, see General Price List.

The great popularity of this Border has necessitated the production of an Outline Series of the same character, which can be used with great effect, either separately, or for Two Colour Work in conjunction with the solid. Specimens of this Outline Series will be found on pages 328-329.


STEPHENSON, BLAKE & CO.
Letter Founders,
SHEFFIELD.
Telephone No. 42.
EXAMPLES OF
CELTIC BORDER
IN VARIOUS COMBINATIONS.
SHEFFIELD:
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STEPHENSON, BLAKE & Co.'s

# CELTIC OUTLINE BORDER

**Works in conjunction with Celtic Solid as a Two-colour Border.**

SYNOPSIS OF SECTION 3.

For Prices of Sets see General Price List. Extra pieces at Border Prices.

SYNOPSIS OF SECTION 4.

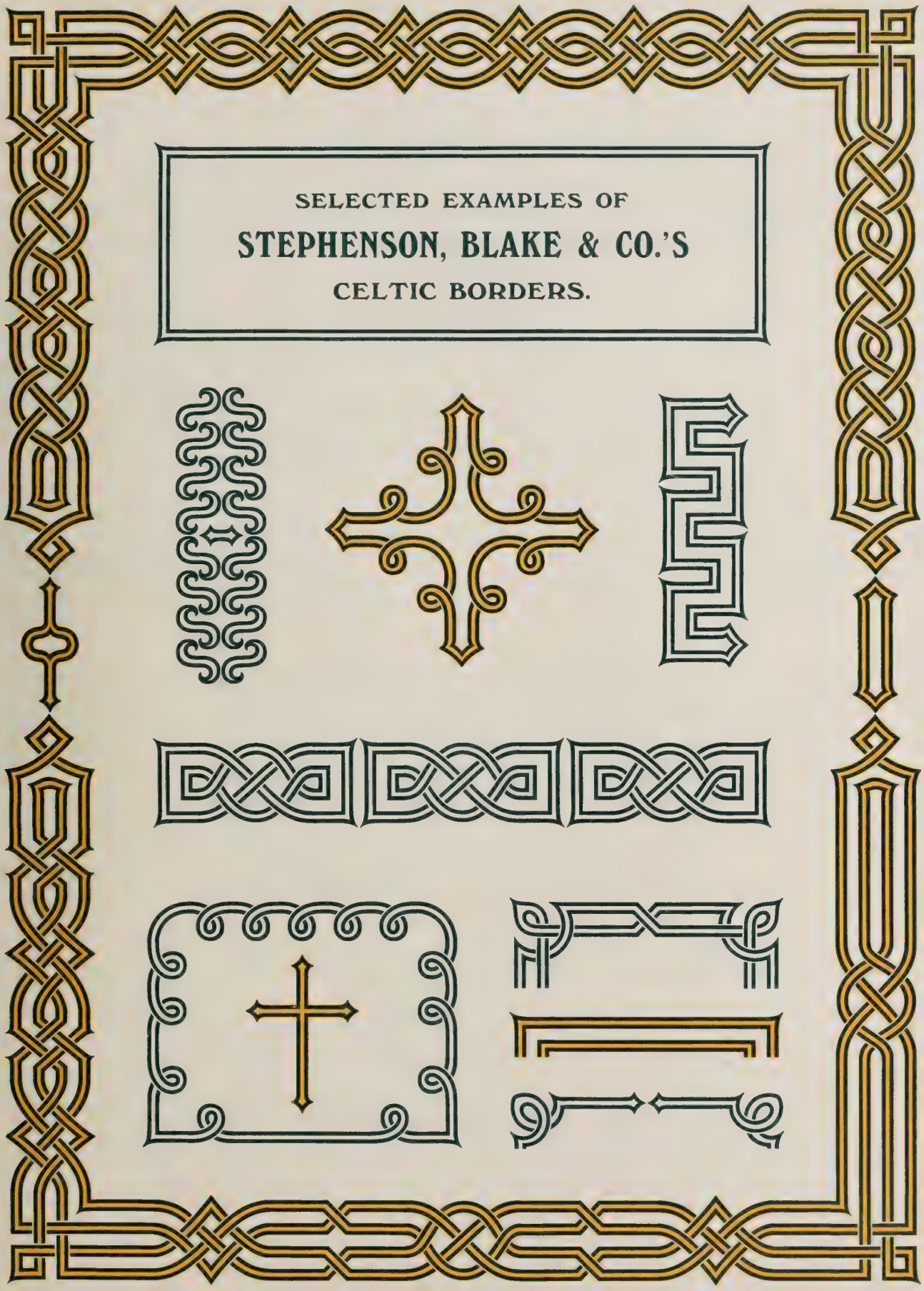
For Prices of Sets (pieces 50 to 54 only) see General Price List. Extra pieces at Border Prices.

For Prices of Complete Sets, including both the above Sections, see General Price List.

## THE CELTIC BORDER.

This popular Border has now been augmented by the Outline Series here shown, which we feel confident will at once appeal to Advertisers and the Printing Trade generally. Either Solid or Outline used alone are highly effective, while together they are specially suitable for two-colour work.

ALL ON THE AMERICAN POINT SYSTEM. EASILY COMPOSED.


SELECTED EXAMPLES OF
STEPHENSON, BLAKE & CO.'S
CELTIC BORDERS.

This neat Border is cast upon the AMERICAN POINT SYSTEM and presents an unlimited variety of combinations.

Produced to meet the very general demand for Line Borders.

THE . . .

# CYMRIC BORDER

Offices furnished throughout on American Point Lining System.

**BORDERS**

To suit Any Class of Work, from a Small Label or Large Show Card to an Attractive Advertisement, may be most easily set up.

PRINTING MATERIAL . of . SUPERIOR MANUFACTURE and LATEST DESIGN.

PRICES.

For Prices of Sets see General Price List.
Small Case can be supplied to hold either of the Sets.
Additional pieces at Border Prices.

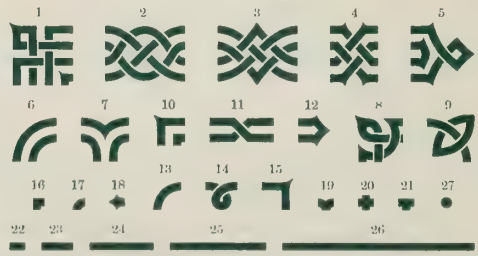
. The . Chandler & Price Company's GORDON . . . . PLATENS and CUTTERS.

# STEPHENSON, BLAKE & CO.

Letter Founders

Sheffield & London

COMPONENT PIECES.



. . . THE . . .

# EGYPTIAN BORDER

CAST ON MULTIPLES OF 6 POINT: EASILY COMPOSED.

## SYNOPSIS

## ASSORTMENTS

SET No. 1.—Complete Assortment.
SET No. 2.—Smaller Complete Assortment.
SET No. 3. -Pieces Nos. 1 to 6, 19 to 38.
SET No. 4.—Pieces Nos. 7 to 18.

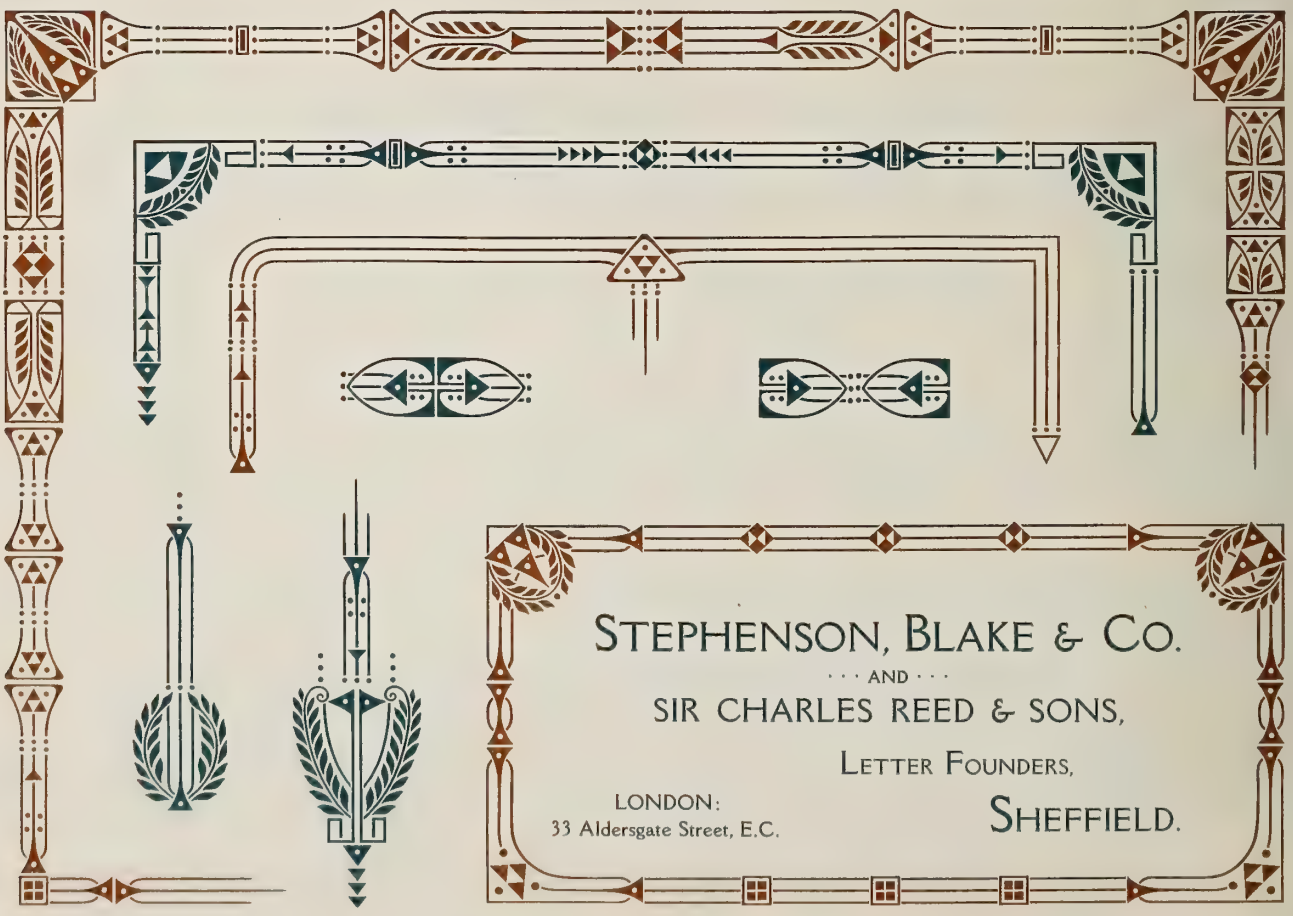
Extra pieces at Border Prices. Special Border Case size of Half Upper (to fit Handy Cabinet) can also be supplied.

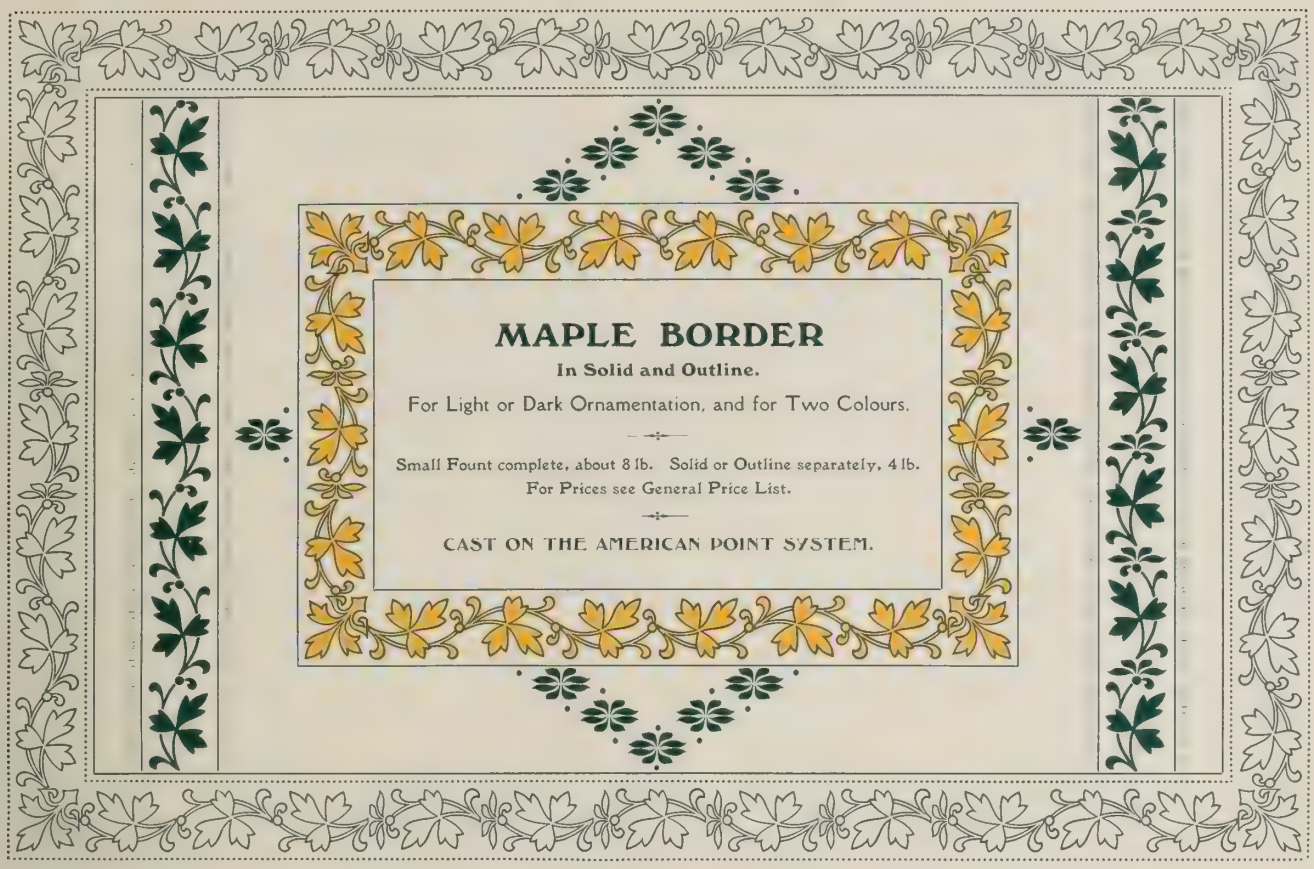
For Prices see General Price List.

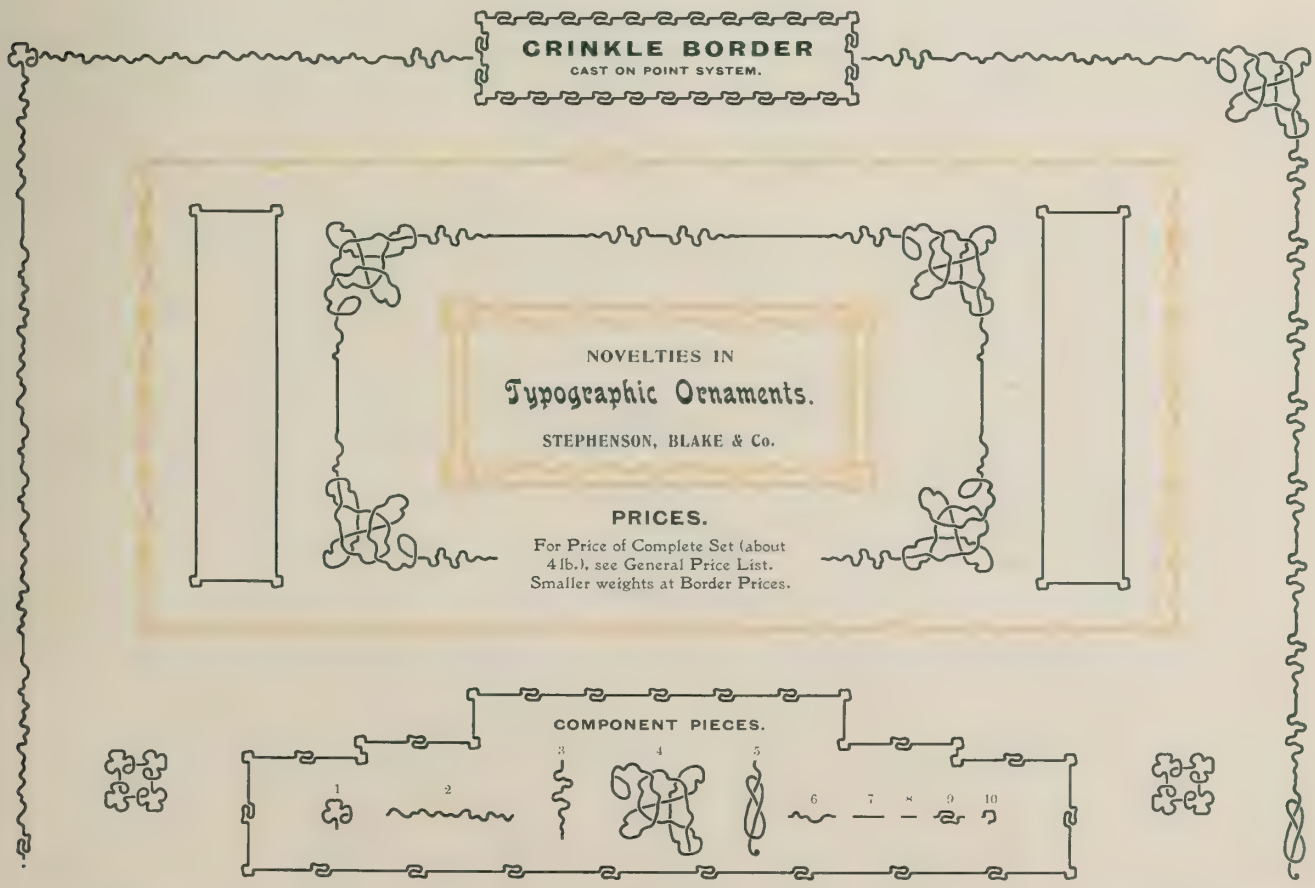
# STEPHENSON, BLAKE & CO.
and
# Sir Charles Reed & Sons

# EGYPTIAN BORDER

A FEW SUGGESTIONS FOR ITS USE




MAPLE BORDER
In Solid and Outline.
For Light or Dark Ornamentation, and for Two Colours.
Small Fount complete, about 8 lb. Solid or Outline separately, 4 lb.
For Prices see General Price List.
CAST ON THE AMERICAN POINT SYSTEM.


CRINKLE BORDER
CAST ON POINT SYSTEM.
NOVELTIES IN
Typographic Ornaments.
STEPHENSON, BLAKE & Co.
PRICES.
For Price of Complete Set (about 4 lb.), see General Price List.
Smaller weights at Border Prices.
COMPONENT PIECES.
1
2
3
4
5
6
7
8
9
10

# "MANX" OUTLINE BORDER

Registered No. 469064.

CAST ON THE AMERICAN POINT SYSTEM.

SMART. . .
ATTRACTIVE.
USEFUL. . .

A little Border and Rule interspersed with the Type improves the majority of Designs.

Easily Composed and Simple in Justification.

*The . . .*

*"MANX" OUTLINE BORDER*

*presents a most clear appearance, will enhance an Advertisement, and can be adapted to nearly every variety of Jobbing Work with the most telling effect.*

For Price per Set see General Price List.
Extra Pieces supplied at Border Prices.

*SYNOPSIS:*

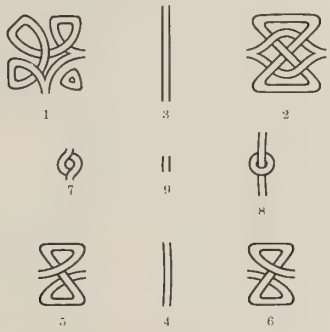
1 2 3 4 5 6 7 8 9 10

# RUNIC BORDER

(Regd. No. 461431.)

This ARTISTIC BORDER combines Beauty with Simplicity, and consists of only nine pieces. Novel and Attractive Designs can be made up with as much ease and as quickly as setting Quad-lines.

SYNOPSIS.




For Price per Set (containing 144 Pieces), see General Price List.

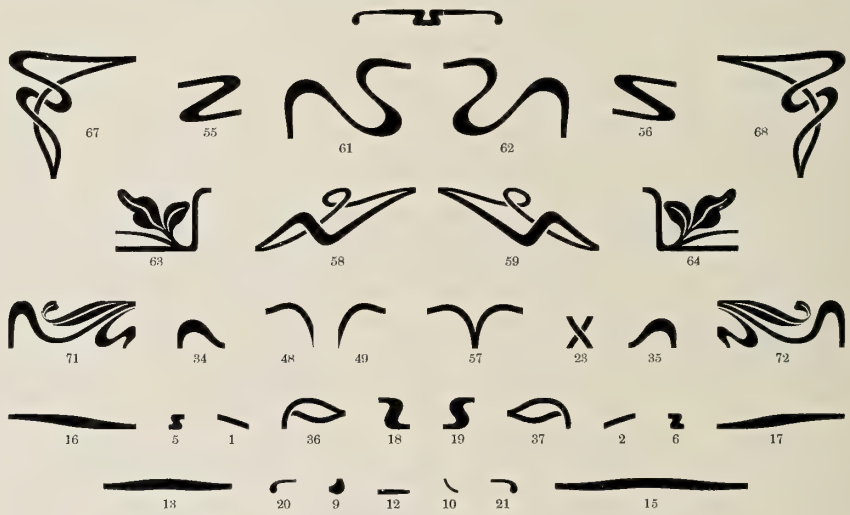
Extra pieces at Border Prices.

# FANNTYPE BORDER

**Cast on 6 Points or Multiples thereof, and working with 2 Point and 3 Point Brass Rule.**

**This Border requires only Point Leads, Spaces, and Quads for justification purposes.**

## SYNOPSIS OF SECTION II.




For Prices of Sets (about 5 lb.), see General Price List.

Box can be supplied to hold Rule and Border.

*Sets of Brass Rule, on 2 point and 3 point Bodies, to work in . . conjunction with the Fanntype Border, . . supplied complete in Mahogany Box—see General Price List.*

Also put up in 8 lb. and 12 lb. Founts, including also Section III.

For Prices see General Price List.

# FANNTYPE BORDER

For Prices of Sets (about 5 lb.), see General Price List.

Box can be supplied to hold Rule and Border.

Also put up in 8 lb. and 12 lb. Founts, containing also Section II.

For Prices see General Price List.

Sets of Brass Rule, on 2 Point and 3 Point Bodies, to work in conjunction with the Fanntype Border, are supplied complete in Mahogany Box—see General Price List.

## SYNOPSIS OF SECTION III.

**Cast on 6 Points or Multiples thereof, and working with 2 Point and 3 Point Brass Rule.**

**This Border requires only Point Leads, Spaces and Quads for justification purposes.**

# FLORAL ORNAMENT

**PRICES.**

SET No. 1—Assorted for Trailing Ornament and Corners.

SET No. 2—Ditto, with additional supply for Borders.

Spaces and Quads are included in the Sets.

*For Prices see General Price List.*

**COMPONENT ORNAMENTS.**

(CAST TO POINT STANDARD.)

## Spray Ornament

LETTER AND LINE ORNAMENTS, BORDERS, CORNERS, DASHES, READILY COMPOSED. CAST ENTIRELY ON EVEN 6 AND 12 POINT BODIES.

## STEPHENSON, BLAKE & Co.

**COMPONENT ORNAMENTS.**

For Prices of Sets, including Metal Rules, and Spaces and Quads for justifying, see General Price List.

*Stephenson, Blake & Co.*

LETTER FOUNDERS,

33 Aldersgate Street, London,

And SHEFFIELD.

*Tickets, 1/ each.*

A Grand . . .

BOHEMIAN CONCERT

THE

MULTIFORM

BORDER

IS CAST ON THE

AMERICAN POINT

SYSTEM.

VICTORIA

Home for Invalid Patients

SILVER ÷ BEACHES

TORQUAY.

London: 429 Cheapside.

MULTIFORM BORDER. . . .

In Founts of 6 lb., 10 lb. and 15 lb. For Prices see General Price List.

4 5 2 1 3 6 7

# Persian Ornament.

CAST TO AMERICAN POINT.

For Prices of Sets see General Price List.

# MARIGOLD ORNAMENT.

Cast to Point Standard.

THE
MARIGOLD
SERIES
IS UNIQUE AMONG
TYPOGRAPHIC BORDERS,
INASMUCH AS IT OFFERS THE MEANS
OF PRODUCING
HARMONIOUS DESIGNS SUITED TO
EVERY CLASS OF WORK,
FROM THE SMALLEST LABEL
TO THE LARGEST PAGE,
AND WITH
GREAT CHOICE OF PATTERNS.

**PRICES.**

For Prices of Sets see General Price List. Spaces and Quads are included in the Sets.

*With each Set is supplied complete Illustrative Specimen on card, for Compositor's use.*

**COMPONENT ORNAMENTS.**

# MISCELLANEOUS BORDERS.

Cast on the American Point System. For Prices see General Price List.

36 POINT. $8\frac{1}{4}$ in. = 1 lb.

No. 97.

No. 98.

No. 99.

No. 100.

24 POINT. $12\frac{1}{2}$ in. = 1 lb.

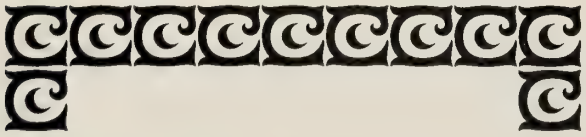
No. 101.

No. 102.

No. 103.

No. 104.

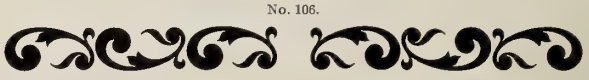
No. 105.



No. 176.

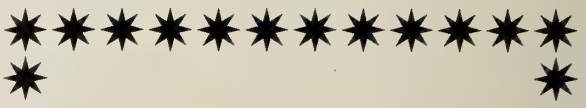
18 POINT. $16\frac{1}{2}$ in. = 1 lb.

No. 106.



No. 107.

No. 108.



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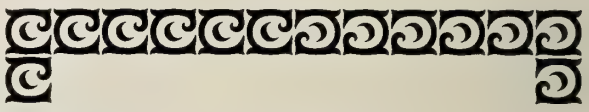


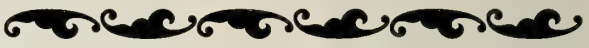
No. 110.

No. 111.

No. 177.

12 POINT. 25 in. = 1 lb.

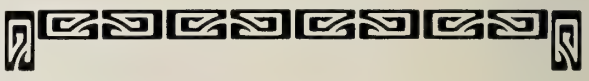
No. 112.



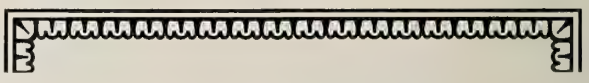
No. 113.

No. 114.

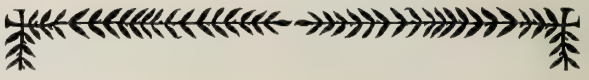
No. 115.



No. 116.



No. 117.

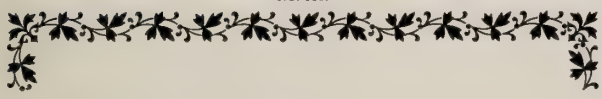


# MISCELLANEOUS BORDERS.

Cast on the American Point System. For Prices see General Price List.

## 12 POINT—Continued.

No. 118.



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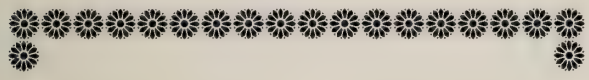

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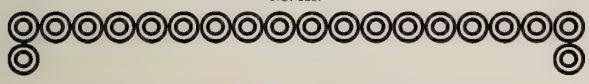
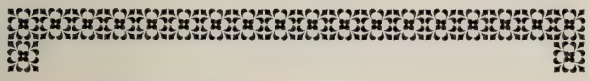


No. 121.

No. 122.

No. 123.

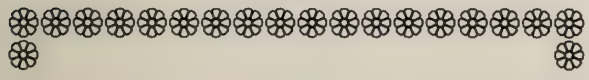
No. 124.



No. 125.

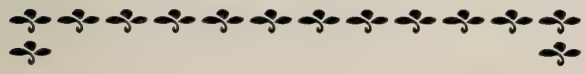
No. 126.

No. 127.



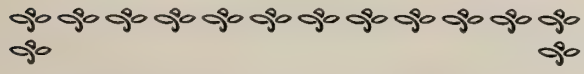
No. 128.

No. 129.



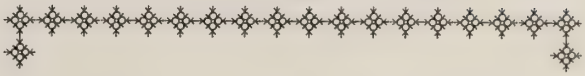
No. 130.

No. 131.



## 12 POINT—Continued.

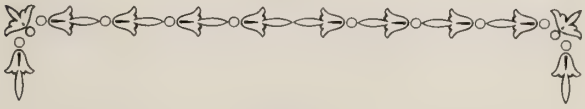
No. 132.



No. 133.

No. 134.

No. 135.



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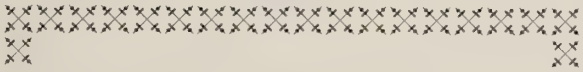

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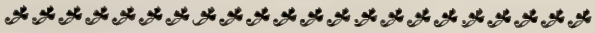


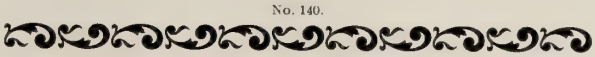
## 10 POINT. 31 in. = 1 lb.

No. 137.

No. 138.

No. 139.

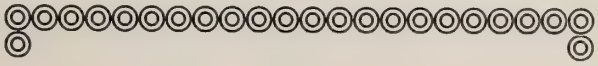
No. 140.



No. 141.

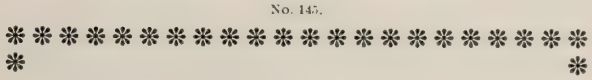
No. 142.

No. 143.



No. 144.

No. 145.



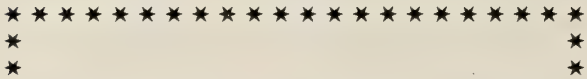
# MISCELLANEOUS BORDERS.

Cast on the American Point System. For Prices see General Price List.

10 POINT—Continued.

No. 146.

No. 147.

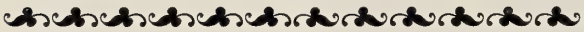


No. 179.

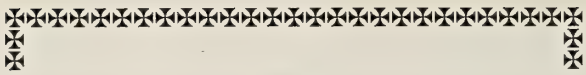
8 POINT. 38 in. = 1 lb.

No. 148.

No. 149.



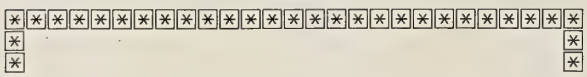
No. 150.



No. 151.

No. 152.

No. 153.



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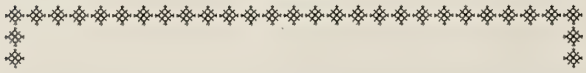
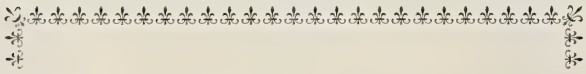
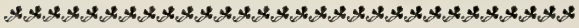


No. 155.



No. 180.



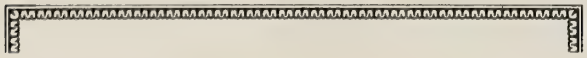
6 POINT. 50 in. = 1 lb.

No. 156.

No. 157.

No. 158.

No. 159.

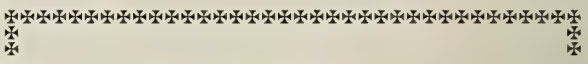


6 POINT—Continued.

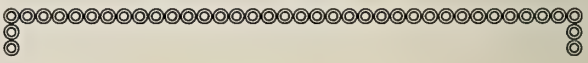
No. 160.

No. 161.

No. 162.



No. 163.



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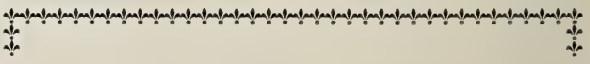

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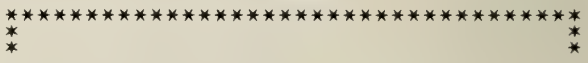

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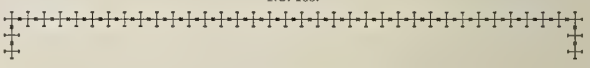
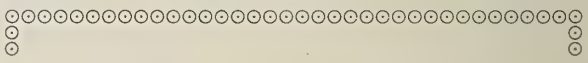
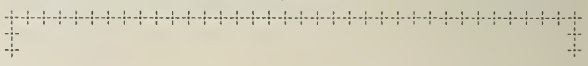


No. 167.



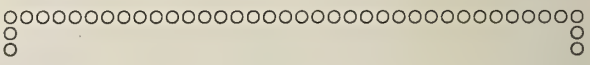
No. 168.



No. 169.

No. 170.

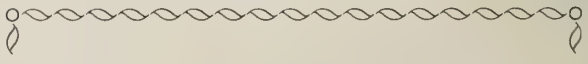
No. 171.



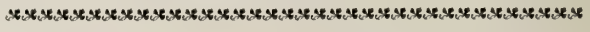
No. 172.

No. 173.

No. 174.



No. 175.



# Display Ornaments

CAST TO AMERICAN POINT STANDARD.

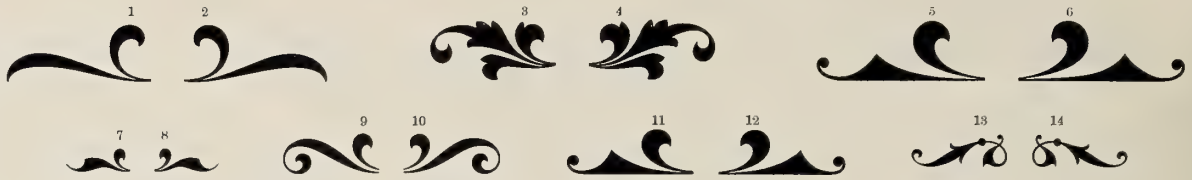
## Assortments

SET No. 1.—Complete Assortment, including sufficient of Nos. 6, 7, 26, 27 (with corners and small pieces), to form borders.

SET No. 2.—Small Complete Assortment for general display purposes.

*For Prices see General Price List.*

## WORD ORNAMENTS (Cast on Point Bodies).

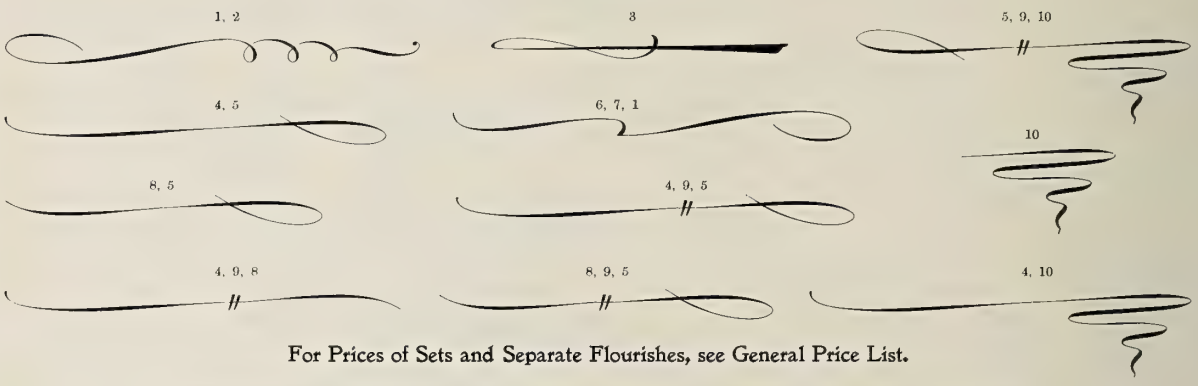



# AMERICAN POINT

For Prices of Sets and Separate Pairs, see General Price List.

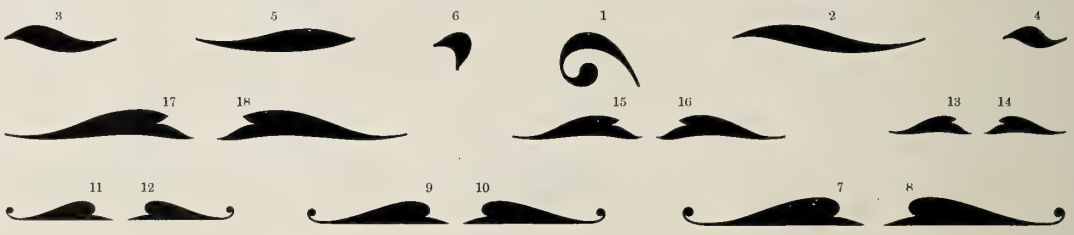
## COMBINATION FLOURISHES (Cast on Point Bodies).

FOR SIGNATURES, DASHES, &c.




For Prices of Sets and Separate Flourishes, see General Price List.

## WAVE DASHES (Cast on Point Bodies).




THE FIRST SIX PIECES ARE SPECIALLY ADAPTED FOR CREATING NOVEL AND EFFECTIVE WAVE DASHES AND ADVERTISEMENT BORDERS IN THE PREVAILING BOLD STYLE, WHILE Nos. 7 to 18 WILL BE FOUND USEFUL AS "POINTERS" AND END ORNAMENTS.

**ASSORTMENTS.**

Complete Set, Nos. 1 to 18 assorted (170 pieces). Extra pieces of Nos. 2, 3, 4 and 6, for Large Borders, in 3 lb. Assortments.

Set No. 2—Nos. 1 to 6 (90 pieces). Set No. 3—Nos. 7 to 18 (80 pieces).

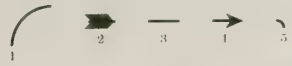
For Prices see General Price List.

# Arrow Ornaments

CAST ON POINT BODIES

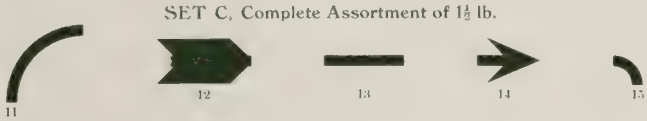
## SYNOPSIS

SET A, Complete Assortment of 1 lb.

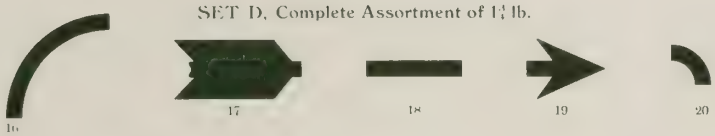



SET B, Complete Assortment of 1¼ lb.

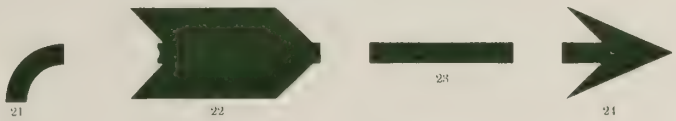
SET C, Complete Assortment of 1½ lb.



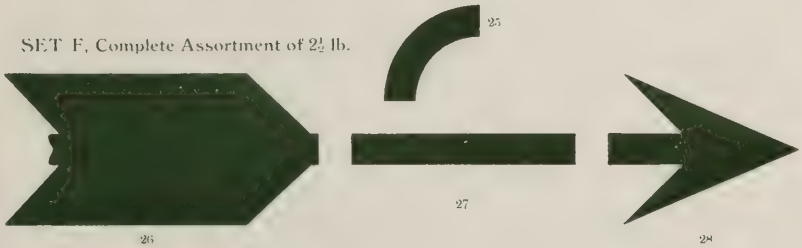

SET D, Complete Assortment of 1¾ lb.




SET E, Complete Assortment of 2 lb.




SET F, Complete Assortment of 2½ lb.




*The Arrow Ornaments will work also with 1, 3, 4, 6, 8 & 12 Point Brass Rules: for Sets and Particulars of which see Brass Rule Section of Specimen Book.*

For Prices and Particulars see General Price List

# STEPHENSON, BLAKE & Co.

## and Sir Charles Reed & Sons

SHEFFIELD & LONDON

# ARROW ORNAMENTS

Are Useful Borders for Advertisements

CAST ON POINT BODIES

THE

## SERIES OF TYPE

USED FOR THESE TWO PAGES ARE THE

LINING SAINT GEORGE

LINING WINCHESTER BOLD CONDENSED

LINING SPARTAN FAMILY

*WRITE FOR SPECIMENS*

STEPHENSON, BLAKE & CO.

AND SIR CHARLES REED & SONS

LETTER FOUNDERS, SHEFFIELD; AND LONDON

# ARROW ORNAMENTS

*ILLUSTRATED AS PLAIN ARROWS*

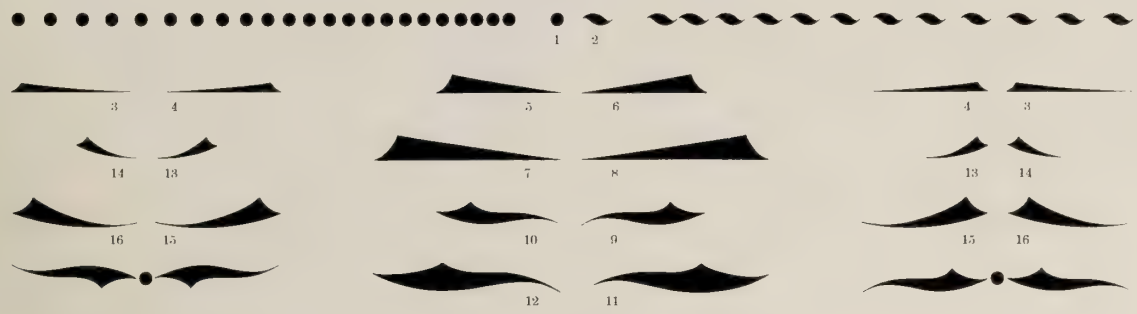
FULL SYNOPSIS SHOWN ON PREVIOUS PAGE

*FOR PRICES & PARTICULARS SEE GENERAL PRICE LIST*

# PEN DASHES—Solid, Outline and Shaded.

## SOLID.

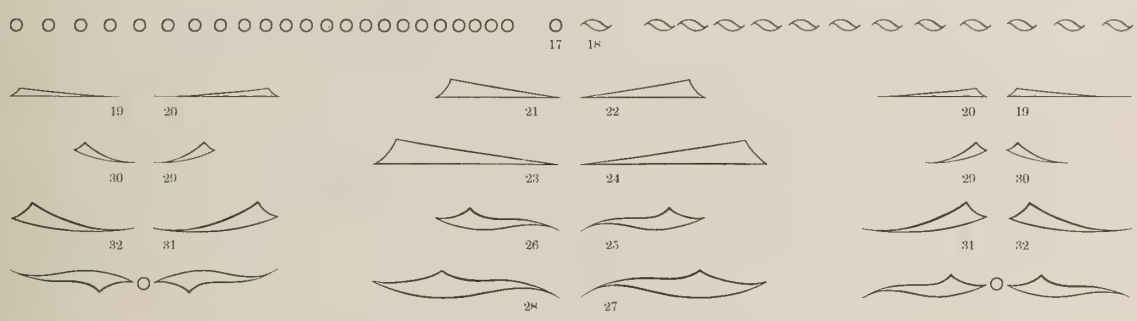
Cast on 6 Point and 12 Point Bodies.




For Prices of Sets see General Price List.

## OUTLINE.

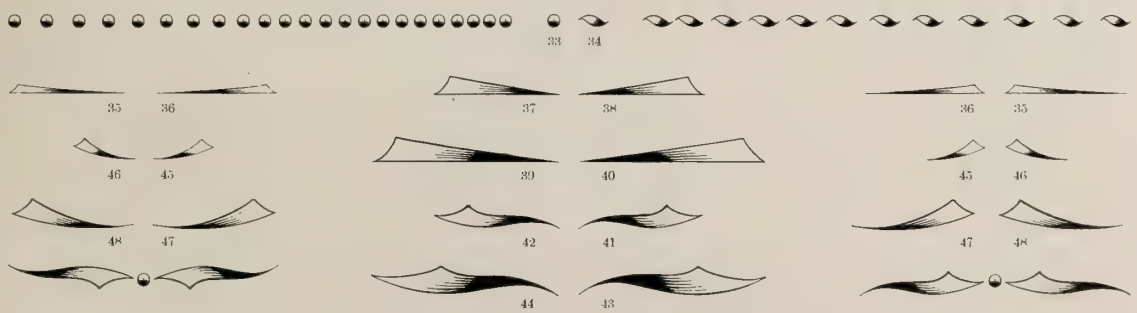
Cast on 6 Point and 12 Point Bodies.




For Prices of Sets see General Price List.

## SHADED.

Cast on 6 Point and 12 Point Bodies.




For Prices of Sets see General Price List.

For Present-Day

ORNAMENTAL

# Fillets and End-Pieces

CAST TO POINT STANDARD.

Embellishments

ATTENTION IS DIRECTED TO THE SIMPLICITY AND EFFECTIVENESS OF THE ORNAMENTS

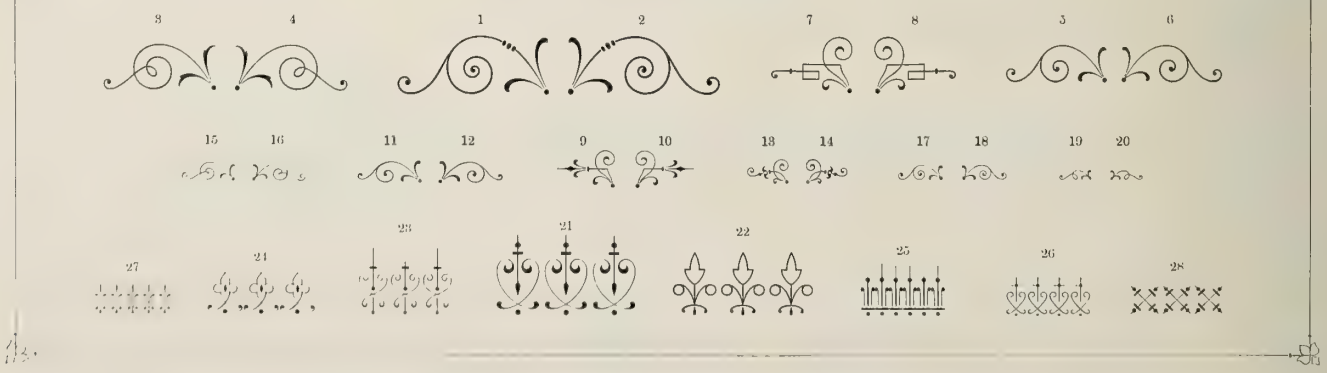
SHEFFIELD

## STEPHENSON, BLAKE & Co.

LONDON

USEFUL FOR A GREAT VARIETY OF PURPOSES BEYOND PRESENT ILLUSTRATIONS

## ORNAMENTS




Supplied in Assortments of 10 lb., Nos. 1 to 28; or Assortments of End-pieces only (Five Pairs each of Nos. 1-2, 3-4, 5-6, 7-8, and Ten Pairs each of Nos. 9-10, 11-12, 13-14, 15-16, 17-18, 19-20).
SCROLL END-PIECES are also supplied separately, at Prices quoted in General Price List. Other numbers charged as Borders for not less than 1 lb. of each.
Not being intended for use as Borders, these Ornaments contain no Corners. For Medium Rule, Terminals, and other accessories, see their respective pages.

# RULE TERMINALS

TERMINALS
CAST ON POINT BODIES;
RULES
CUT ACCURATELY
TO AMERICAN POINT
STANDARD.

## ILLUSTRATIONS.

**BANGOR TIMES**

ESTABLISHED 1846

**Safety Insurance Company.**

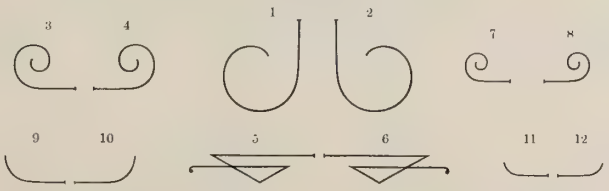
FIRE + LIFE + ANNUITIES

329 GRACECHURCH STREET,

LONDON.

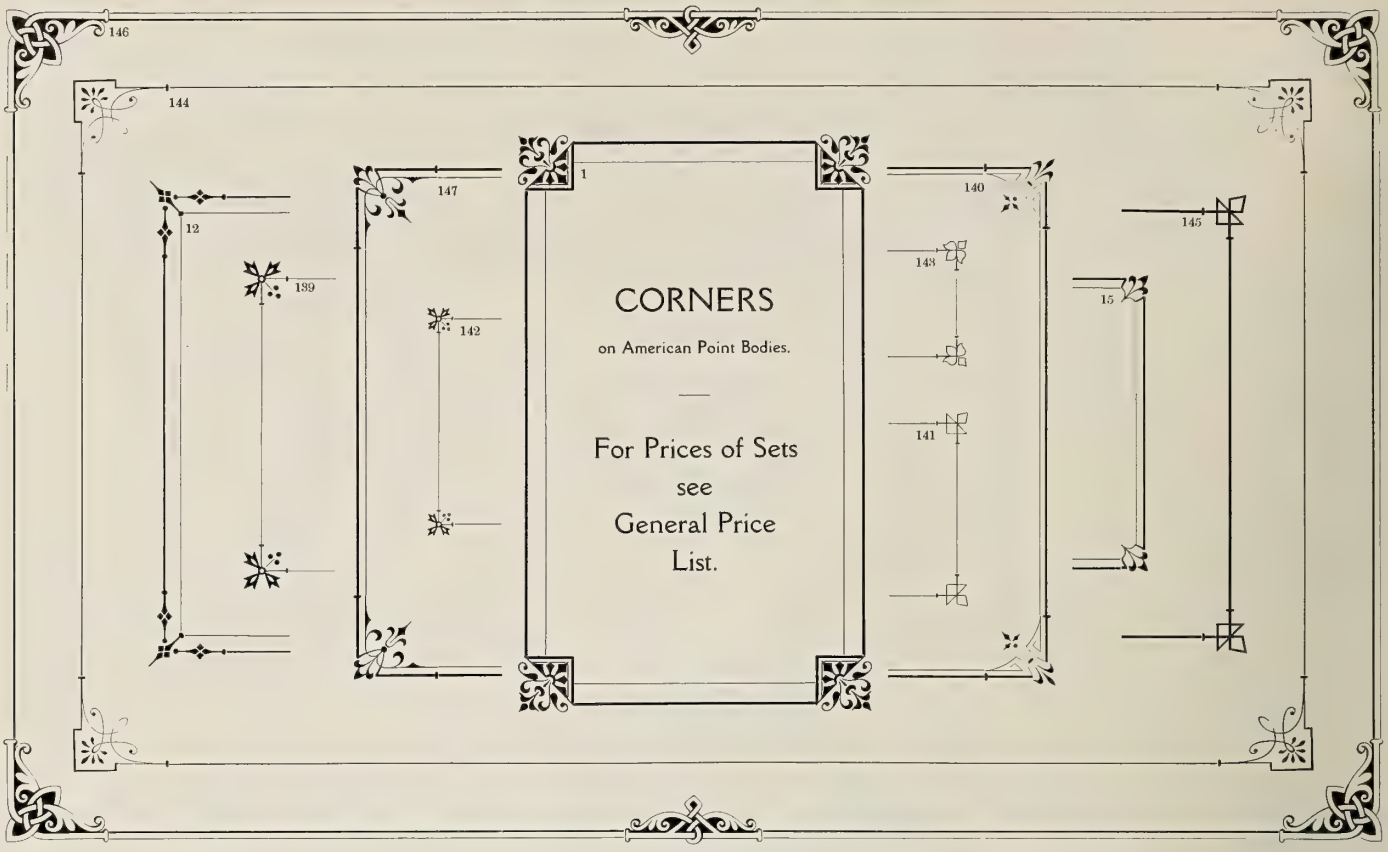
JOHN HENDERSON, AGENT.

ASSORTMENTS OF RULE TERMINALS.



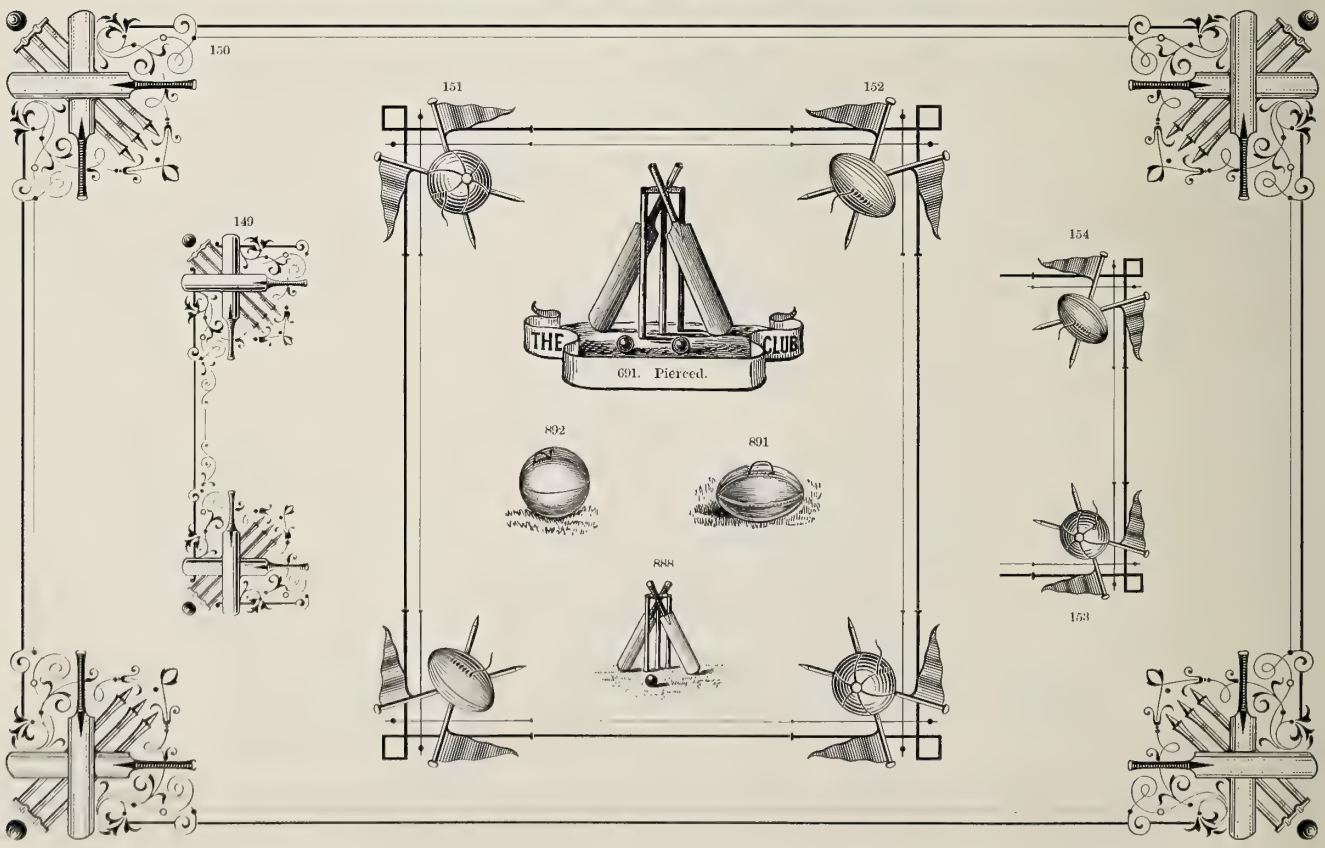

For Prices of Sets and Separate Terminals, see General Price List.

Assortments of 1½ Point Medium and 3 Point Double Medium Brass Rule supplied in Boxes to work with these Terminals.
For Prices and Particulars see Brass Rule Price List.

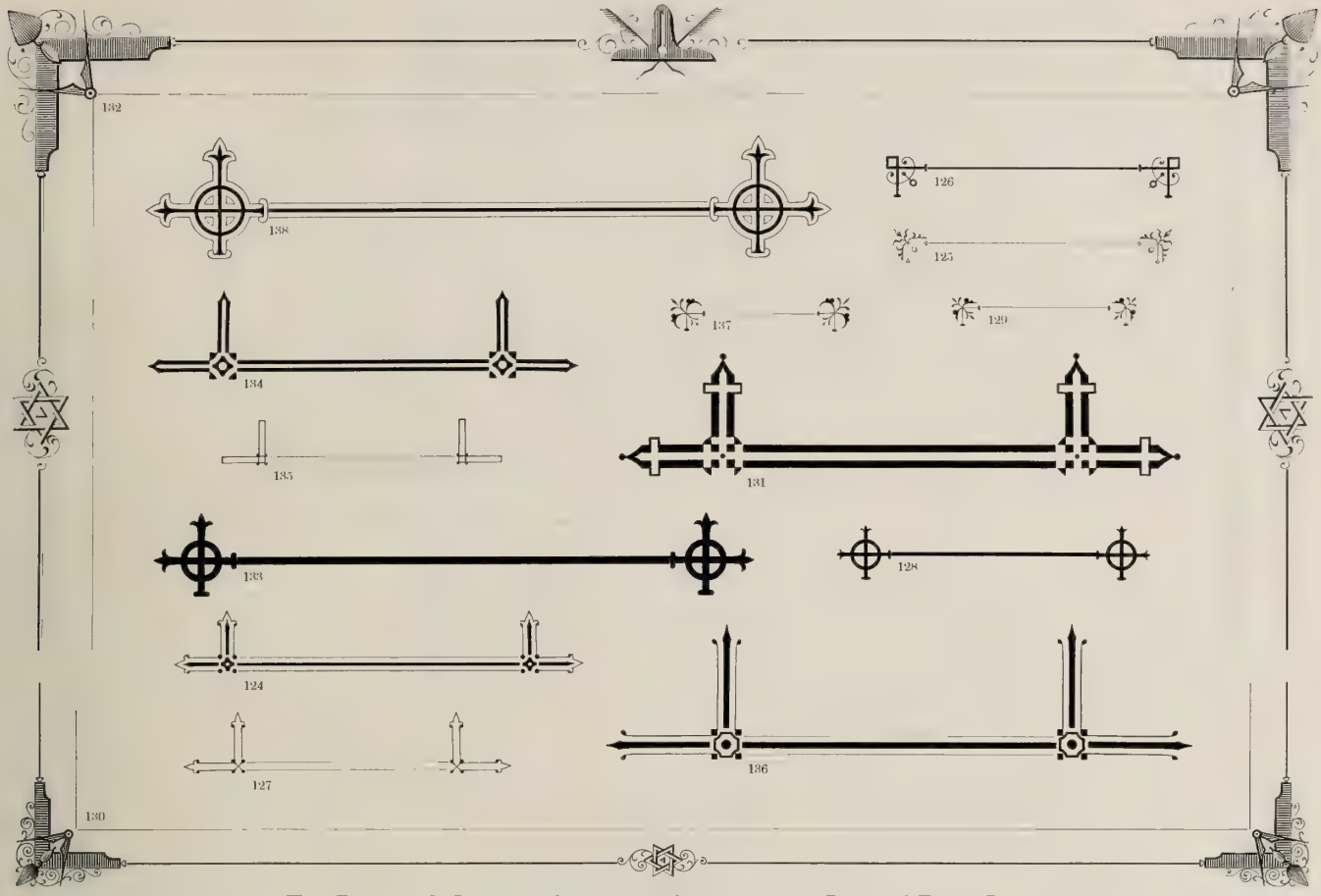



## CRICKET AND FOOTBALL CORNERS (On American Point Bodies).

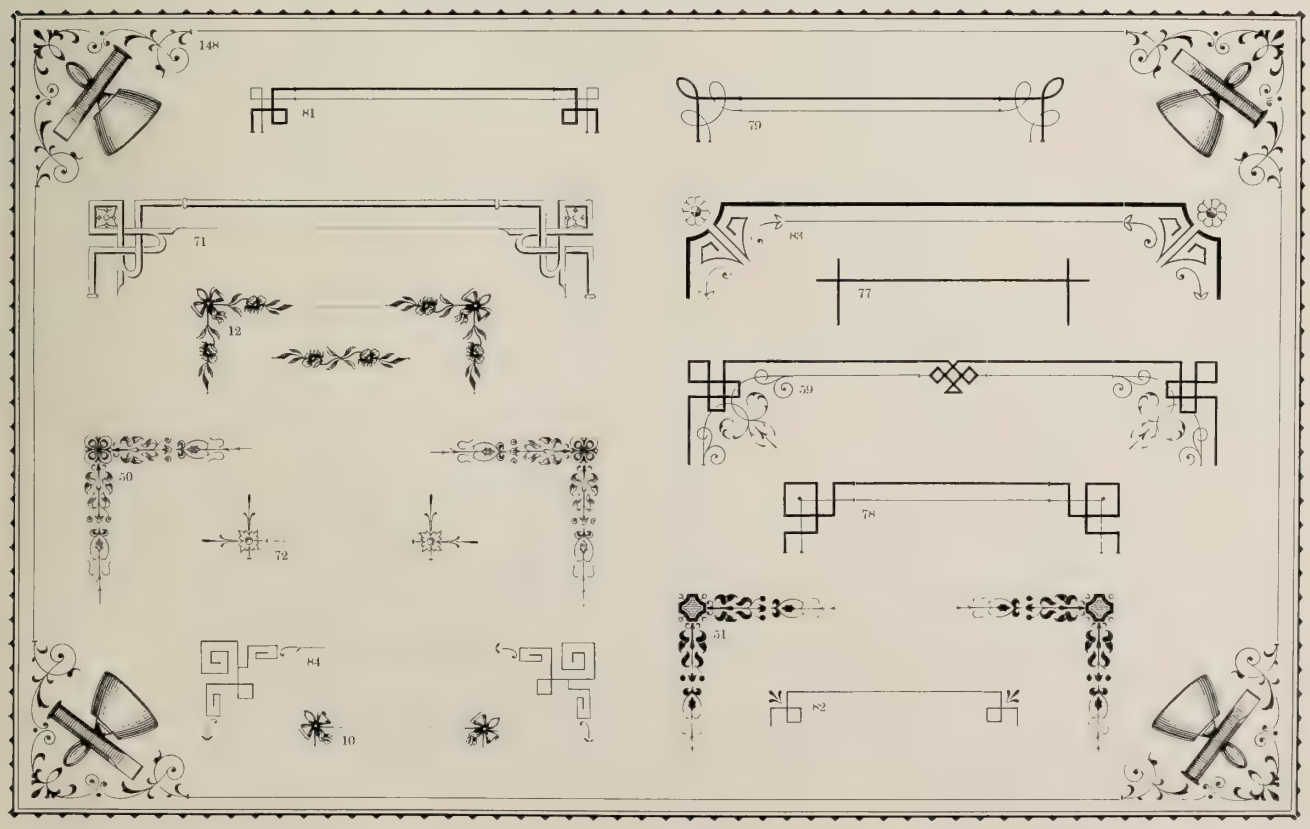
For Prices see General Price List.



# CORNERS. On American Point Bodies.

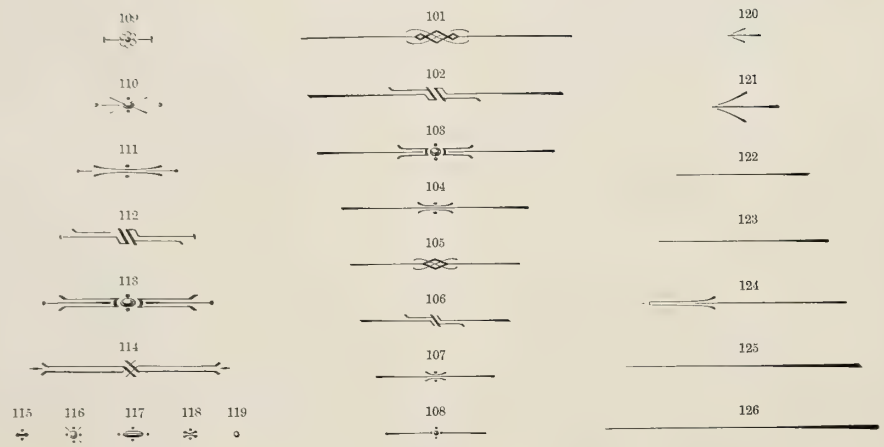



For Prices of Corners shown on this page see General Price List.

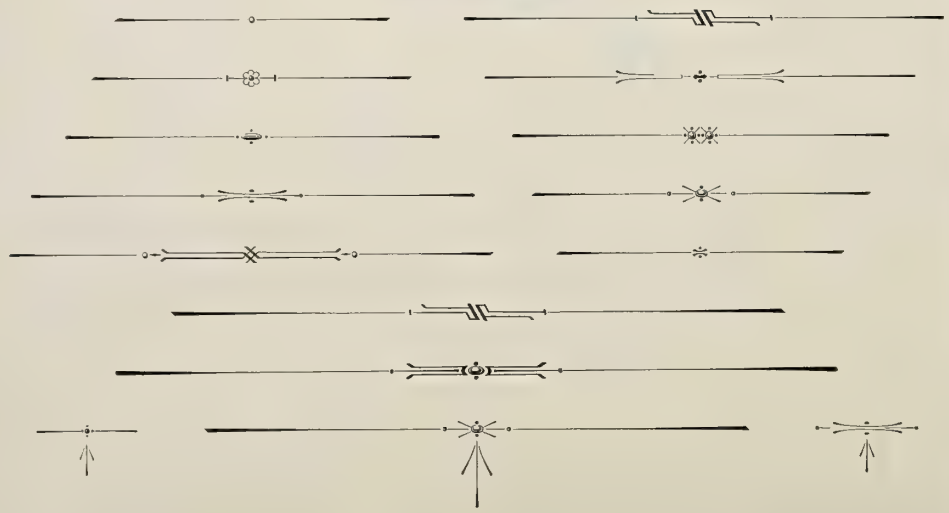


# COMBINATION DASHES.

On American Point Bodies.




ILLUSTRATIONS.

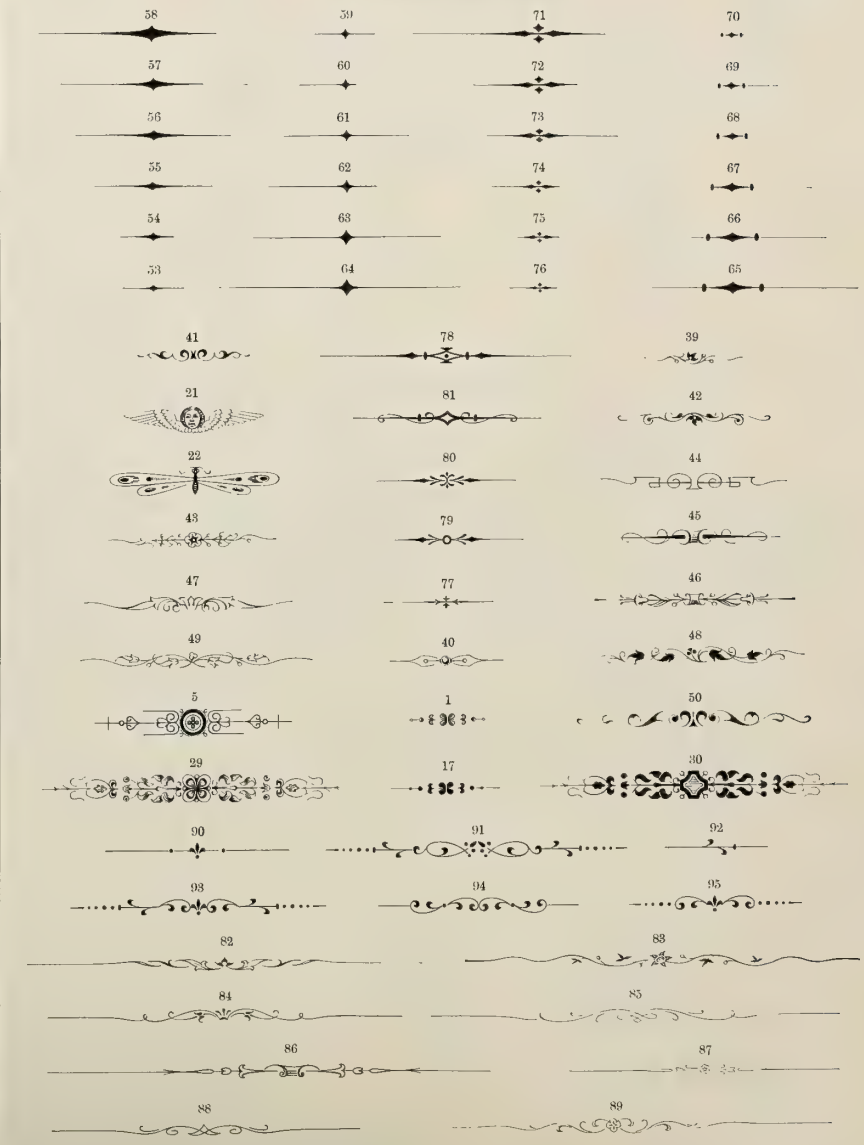


200

For Prices of Sets, and Floral Middles and Ends, see General Price List.

# PLAIN AND ORNAMENTAL DASHES.

On American Point Bodies.




For Prices see General Price List.
Assortments of nine dozen, or one dozen of the same number, 25 per cent. less.

# SUNDRY USEFUL FRACTIONS, FIGURES, BRACES, &c.

30 Point Roman and Antique Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$ / $\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$

36 Point Roman and Antique Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$ / $\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$

24 Point Roman and Antique Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$ / $\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}$ * †

18 Point Roman and Antique Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$ / $\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}$ * †

12 Point Antique Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$

10 Point Antique Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$

8 Point Antique Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$

6 Point Antique Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}$

8 Point Grotesque Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{6}$

10 Point Grotesque Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{6}$

12 Point Grotesque Fractions.

$\frac{1}{4}\ \frac{1}{2}\ \frac{3}{4}\ \frac{1}{8}\ \frac{3}{8}\ \frac{5}{8}\ \frac{7}{8}\ \frac{1}{3}\ \frac{2}{3}\ \frac{1}{6}$

10 Point Grotesque Split Fractions.

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

Antique Stars and Daggers also for 30, 36, and 48 Point; Antique Diagonals also for 48, 60, and 72 Point.

12 Point Bold Figures, En Quad Thick.

No. 1. 1234567890 No. 2. 12345690 No. 3. 23567890

No. 4. 1234567890 No. 5. 1234567890

10 Point Bold Figures, En Quad Thick.

No. 6. 1234567890 No. 7. 1234567890 No. 8. 1234567890

No. 9. 1234567890 No. 10. 1234567890 No. 11. 1234567890

8 Point Bold Figures, En Quad Thick.

No. 12. 123567890 No. 13. 234567890 No. 14. 123467890 No. 15. 123456890

No. 16. 1234567890 No. 17. 1234567890 No. 18. 1234567890

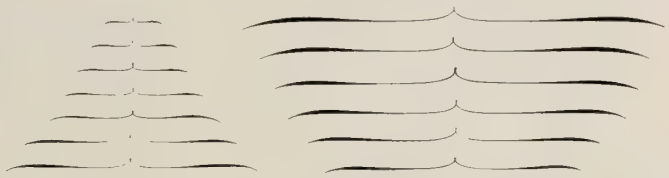
6 Point Bold Figures, En Quad Thick.

No. 19. 1234567890 No. 20. 1234567890 No. 21. 1234567890 No. 22. 1234567890

No. 23. 1234567890 No. 24. 1234567890 No. 25. 1234567890

Braces, Cast to 12 Point Ems.

(10 ems and below on 6 Point body, above on 10 Point.)



24 Point Reverse Figures.

0987654321

Illustration of Bold Figures, Logotypes, &c., for Railway Guides.

(Figures en quad thick.)

| mrn | aft | * | A.M. | P.M. | * | a.m. | p.m. | * | arr. | dep. | * | gov | exp | | fast | gov |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 56 | 4 30 | ..... | 2 56 | 4 30 | ..... | 2 56 | 4 30 | ..... | 2 56 | 4 30 | ..... | 2 56 | 4 30 | | 2 56 | 4 30 |
| 3 20 | 5 17 | — | 3 20 | 5 17 | — | 3 20 | 5 17 | — | 3 20 | 5 17 | — | 3 20 | 5 17 | | 3 20 | 5 17 |
| 4 19 | 6 38 | ..... | 4 19 | 6 38 | ..... | 4 19 | 6 38 | ..... | 4 19 | 6 38 | ..... | 4 19 | 6 38 | | 4 19 | 6 38 |
| 7 38 | 9 46 | — | 7 38 | 9 46 | — | | | — | STOP | | — | 7 38 | 9 46 | ↓ | 7 38 | 9 46 |

* Leader and Rule in one type, on 12 Point body.

News Figures and Fractions.

9 Point. £1234567890

8 Point. £1234567890 ¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞

7 Point. £1234567890

6 Point. £1234567890

5 Point. £1234567890

Old Style Fractions.

12 Point. ¼ ½ ¾ ⅛ ⅜ ⅝ ⅞ ⅓ ⅔

11 Point. ¼ ½ ¾ ⅛ ⅜ ⅝ ⅞ ⅓ ⅔

10 Point. ¼ ½ ¾ ⅛ ⅜ ⅝ ⅞ ⅓ ⅔

9 Point. ¼ ½ ¾ ⅛ ⅜ ⅝ ⅞ ⅓ ⅔

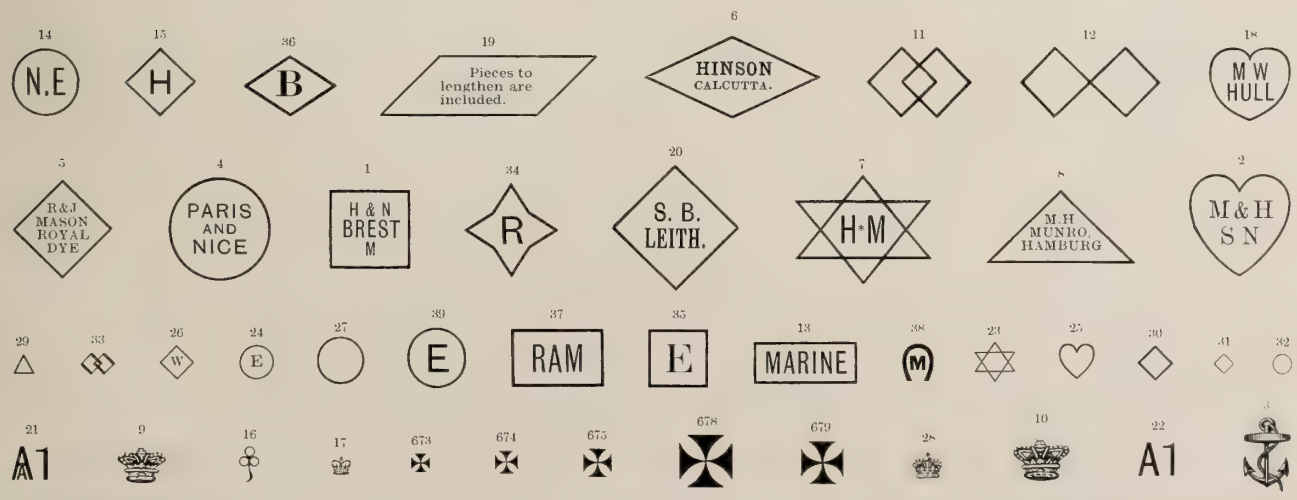
8 Point. ¼ ½ ¾ ⅛ ⅜ ⅝ ⅞ ⅓ ⅔

7 Point. ¼ ½ ¾ ⅛ ⅜ ⅝ ⅞ ⅓ ⅔

6 Point. ¼ ½ ¾ ⅛ ⅜ ⅝ ⅞ ⅓ ⅔

## CATALOGUE MARKS. (For Prices see General Price List.)

Nos. 11, 12, 23, 25, 27, 29, 30, 31, 32, 33 and 38 are not perforated.



# ACCENTS, SIGNS, PECULIARS, &c.

Accents for the Principal European Languages.

Á É Í Ó Ú  Á É Í Ó Ú  á é í ó ú ý  á é í ó ú ý  Á É Í Ó Ú
À È Ì Ò Ù  À È Ì Ò Ù  à è ì ò ù ỳ  à è ì ò ù ỳ  À È Ì Ò Ù
Â Ê Î Ô Û  Â Ê Î Ô Û  â ê î ô û ŵ ŷ  â ê î ô û ŵ ŷ  Â Ê Î Ô Û
Ä Ë Ï Ö Ü  Ä Ë Ï Ö Ü  ä ë ï ö ü ÿ  ä ë ï ö ü  Ä Ë Ï Ö Ü
Ǎ Ě Ǐ Ǒ Ǔ  A E I O U  ǎ ě ǐ ǒ ǔ ǰ  ǎ ě ǐ ǒ ǔ  Ǎ Ě Ǐ Ǒ Ǔ
Ā Ē Ī Ō Ū  Ā Ē Ī Ō Ū  ā ē ī ñ ō ū ȳ  ā ē ī ō ū  Ā Ē Ī Ō Ū
Å Ã Ç Ñ Õ Ő Ŭ  Ã Ç Ñ Ō Ŏ Ŭ  å ã ç ğ ñ õ ő ø ŭ  ã ç ñ ō ŏ ŭ  Ã Ç Ñ Õ Ő Ŭ

Mathematical Signs.

+ − × ÷ = : :: ∴ ∵ ( √ ∫ ) ∺ ± √ ∛ ∜ ~ ∞ ∝
□ ⊥ △ ∠ < >

Astronomical Signs.

● ☾ ○ ☽ ♂ ♂ ♌ ♋ △ □ ✳ ⊖ ♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑ ♒ ♓
☉ ☿ ♀ ⊕ ♂ ♃ ♄ ♅ ♆ ♇ ° ′ ″

Miscellaneous Signs.

▭ ⌊ ⊥ ⌐ ¬ ⊤ ✠ ● ⌒ ⌣ Ṽ Ṛ Ạ „ “ ” « » ✶ * ❋ ⌇ ^ !

Commercial Signs.

£ $ ₹ Rs / ⁄ ⁄ % ″ @ ₱ ₤ ₦ ₰ ₯

Medical Signs.

℞ ℥ ℥ ℈ ℥

Almanack Signs.

♄ M ♃ W ♅ F S

Superiors.

H abcdefghijklmnopqrstuvwxyz 1234567890 H

Inferiors.

H abcdefghijklmnopqrstuvwxyz 1234567890 H

Italic Figures.

£ 1 2 3 4 5 6 7 8 9 0

Underlined Figures.

1 2 3 4 5 6 7 8 9 0

Dotted Figures.

1 2 3 4 5 6 7 8 9 0

Cancelled Figures.

1 2 3 4 5 6 7 8 9 0

Fractions.

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{6}$
$\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$

Split Fractions.

1 2 3 4 5 6 7 8 9 0
$\overline{1}$ $\overline{2}$ $\overline{3}$ $\overline{4}$ $\overline{5}$ $\overline{6}$ $\overline{7}$ $\overline{8}$ $\overline{9}$ $\overline{0}$

Leaders (1, 2, 3 and 4 ems).

... ..... ..... .....

Most of the above Accents, &c., can be supplied in all bodies from 6 to 12 Point inclusive.

---

# LOOSE ACCENTS, &c.

Loose Accents, on 3 Point Body—(justifying with a 3 Point Lead).

No. 2. ′ ‵ ^ ·· ~ ‚  No. 1. ′ ‵ ^ ·· ~ ‚ ″ ° ˘ –  No. 3. ′ ‵ ^ ·· ~ ‚

For Prices of Small Assortments, including spaces for justifying, see General Price List.

10 Point Loose Accents.

′ ‵ ^ ·· ~

Lining Fine Dot Leaders.

10 Point. ... ..... .....  18 Point. . .. ..... .....  12 Point. .... . ... ..... .. ..... . ... ..

8 Point Loose Accents.

′ ‵ ^ ·· ~

---

# LOGOTYPES FOR LISTS OF VOTERS, &c.

10 Point Lining Logotypes.

| | | | | | | |
|---|---|---|---|---|---|---|
| George | Thomas | House | dwelling | self | township | of |
| Henry | William | Houses | Tenement | tenant | Objected | Ditto |
| James | street | house | buildings | tenants | Math. | ditto |
| John | yard | houses | successive | others | stop | do. |
| Joseph | road | Dwelling-house | occupation | Freehold | and | and or |
| Patrick | lane | dwelling house | Occupier | freehold | Large | |
| Richard | land | Dwelling- | occupier | Leasehold | Ex Large | |
| Robert | shop | Dwelling | occupied | leasehold | as | |

11 Point Lining Logotypes.

| | | | | |
|---|---|---|---|---|
| Dwelling-house | street | (successive) | Gentleman | Grease |
| dwelling house | Road | mansions | Occupier | |

12 Point Lining Logotypes.

| | | | | | | |
|---|---|---|---|---|---|---|
| Charles | John | dwelling-house | street | terrace | court | (joint) |
| George | Thomas | Dwelling | road | place | office | |
| James | William | (successive) | lane | square | house | |

# SPECIMENS OF LINING FIGURES.

## LINING OLD STYLE, No. 6.

72 Point.

6890

60 Point.

5680

48 Point.

345780

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

STEPHENSON, BLAKE & Co.

## LINING WINCHESTER OLD STYLE.

72 Point.

6890

60 Point.

5680

48 Point.

245780

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING SAINT GEORGE.

72 Point.

6890

60 Point.

5680

48 Point.

345780

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

SIR CHARLES REED & SONS.

# SPECIMENS OF LINING FIGURES.

## LINING CHATSWORTH COND.

72 Point.

6890

60 Point.

5680

48 Point.

345780

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

STEPHENSON, BLAKE & Co.

## LINING WINCHESTER BOLD.

72 Point.

890

60 Point.

680

48 Point.

7890

36 Point.

567890

30 Point.

4567890

24 Point.

234567890

18 Point.

1234567890£

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING WINCHESTER BOLD COND.

72 Point.

6890

60 Point.

5680

48 Point.

345780

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

SIR CHARLES REED & SONS.

# SPECIMENS OF LINING FIGURES.

## LINING HALLAMSHIRE OLD STYLE.

72 Point.

5690

60 Point.

4790

48 Point.

35680

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING ANTIQUE ROMAN.

96 Point.

60

72 Point.

890

48 Point.

67890

36 Point.

4567890

30 Point.

1234567890

24 Point.

1234567890£

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890£

8 Point.

1234567890£$

6 Point.

1234567890£

## LINING ITALIAN OLD STYLE.

48 Point.

567890

36 Point.

34567890

30 Point.

1234567890

24 Point.

1234567890£$

18 Point.

1234567890£$

14 Point.

1234567890£

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£

## LINING MODERN, No. 20.

48 Point.

567890

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£

# SPECIMENS OF LINING FIGURES.

## LINING WINDSOR.

72 Point.

890

60 Point.

890

48 Point.

7890

36 Point.

567890

30 Point.

4567890

24 Point.

234567890

18 Point.

1234567890£

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING WINDSOR CONDENSED.

72 Point.

6890

60 Point.

5680

48 Point.

345780

36 Point.

34567890

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING DE VINNE.

60 Point.

7890

54 Point.

7890

48 Point.

67890

36 Point.

4567890

30 Point.

234567890

24 Point.

1234567890

18 Point.

1234567890£$

14 Point.

1234567890£

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£

6 Point.

1234567890£

# SPECIMENS OF LINING FIGURES.

## LINING DE VINNE CONDENSED.

60 Point.

7890

54 Point.

67890

48 Point.

567890

36 Point.

34567890

30 Point.

1234567890

24 Point.

1234567890£

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890£

8 Point.

1234567890£

6 Point.

1234567890£

## LINING DE VINNE ITALIC.

48 Point.

*7890*

36 Point.

*567890*

24 Point.

*12345*

18 Point.

*67890£*

12 Point.

*123456£$*

10 Point.

*123456789£$*

8 Point.

*1234567890£$*

6 Point.

*1234567890£$*

## LINING WIDE LATIN.

48 Point.

90

42 Point.

80

36 Point.

890

30 Point.

7890

18 Point.

67890

14 Point.

234567890

12 Point.

12345

10 Point.

67890£

8 Point.

1234567

6 Point.

234567890£

## LINING BOLD LATIN.

48 Point.

7890

36 Point.

67890

30 Point.

4567890

24 Point.

234567890

18 Point.

23456

12 Point.

567890£

10 Point.

12345678

8 Point.

1234567890£

6 Point.

1234567890£

5 Point.

1234567890£

## LINING BOLD LATIN CONDENSED.

96 Point.

90

72 Point.

890

60 Point.

7890

48 Point.

567890

36 Point.

34567890

30 Point.

1234567890

24 Point.

1234567890£

18 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

5 Point.

1234567890£

# SPECIMENS OF LINING FIGURES.

## LINING BOLD GROTESQUE.

96 Point.

19

72 Point.

90

60 Point.

780

48 Point.

890

42 Point.

7890

36 Point.

567890

30 Point.

4567890

24 Point.

23456789

18 Point.

234567890£

12 Point.

1234567890£

10 Point.

1234567890£

8 Point.

123456789

6 Point.

1234567890£

## LINING BOLD RUNIC.

60 Point.

7890

48 Point.

67890

42 Point.

567890

36 Point.

34567890

24 Point.

1234567890

18 Point.

1234567890

12 Point.

1234567890

10 Point.

1234567890

## LINING METROPOLE CONDENSED.

36 Point.

1234567890

30 Point.

1234567890£

24 Point.

1234567890£

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890£

8 Point.

1234567890£

6 Point.

1234567890£

## LINING ELONGATED RUNIC.

96 Point.

7890

72 Point.

67890

60 Point.

67890

48 Point.

4567890

42 Point.

234567890

30 Point.

1234567890£

24 Point.

1234567890£

18 Point.

1234567890£

14 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890£

# SPECIMENS OF LINING FIGURES.

## LINING ANTIQUE, No. 3.

84 Point.

80

60 Point.

890

48 Point.

7890

36 Point.

67890

30 Point.

34567890

24 Point.

234567890

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890

8 Point.

1234567890£

6 Point.

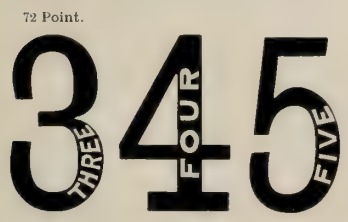
1234567890£

5 Point.

1234567890£

## NUMBERED FIGURES.

72 Point.




## LINING CONDENSED ANTIQUE, No. 3.

72 Point.

890

48 Point.

567890

36 Point.

4567890

30 Point.

124567890

24 Point.

1234567890£$

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

34567890£$

8 Point.

1234567890£

6 Point.

1234567890£

## LINING SKELETON ANTIQUE, No. 2.

36 Point.

67890

30 Point.

34567890

24 Point.

1234567890

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890

8 Point.

1234567890£

## LINING SKELETON ANTIQUE, No. 1.

36 Point.

34567890

30 Point.

1234567890£

24 Point.

1234567890£

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890£

8 Point.

1234567890£

## LINING LATIN ELONGATED.

72 Point.

567890

60 Point.

4567890

48 Point.

234567890

36 Point.

1234567890£

24 Point.

1234567890£$

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890£

# SPECIMENS OF LINING FIGURES.

## LINING GROTESQUE, No. 8.

72 Point.

90

60 Point.

689

48 Point.

890

36 Point.

7890

30 Point.

567890

24 Point.

34567890

18 Point.

1234567890

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING BOLD BRITANNIC.

60 Point.

680

48 Point.

6890

36 Point.

67890

30 Point.

567890

24 Point.

34567890

18 Point.

1234567890

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING BRITANNIC.

36 Point.

567890

30 Point.

4567890

24 Point.

234567890

18 Point.

1234567890£

12 Point.

1234567890£$

10 Point.

12345678£$

8 Point.

1234567890£$

## LINING BRITANNIC ITALIC.

48 Point.

6790

42 Point.

5890

36 Point.

46890

30 Point.

347890

24 Point.

24567890

18 Point.

1234567890

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

12345678 9£$

6 Point.

1234567890£$

# SPECIMENS OF LINING FIGURES.

## LINING GROTESQUE, No. 4.
(Point Title Line.)

60 Point.

589

48 Point.

890

36 Point.

67890

30 Point.

567890

24 Point.

234567890

18 Point.

1234567890

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

5 on 6 Point.

1234567890£$

4½ on 6 Point.

1234567890£

## LINING CONDENSED SANS SERIFS, No. 7.

84 Point.

7890

72 Point.

67890

60 Point.

4567890

48 Point.

234567890

36 Point.

1234567890£

30 Point.

1234567890£

24 Point.

1234567890£$

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£

8 Point.

1234567890£

## LINING CONDENSED SANS SERIFS, No. 5.

72 Point.

7890

60 Point.

67890

48 Point.

567890

36 Point.

34567890

24 Point.

1234567890£

18 Point.

1234567890£

12 Point.

1234567890£

10 Point.

1234567890£

8 Point.

1234567890£

## LINING CLARENDON.

30 Point.

234567890

24 Point.

1234567890£

18 Point.

1234567890£

14 Point.

1234567890£

12 Point.

1234567890

10 Point.

1234567890£

8 Point.

1234567890£

6 Point.

1234567890£

# SPECIMENS OF LINING FIGURES.

## LINING CONDENSED SANS SERIFS, No. 1.

(Point Title Line.)

36 Point.

567890

30 Point.

1234567890

24 Point.

1234567890£

18 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING OLD STYLE GROTESQUE.

(Point Title Line.)

48 Point.

890

36 Point.

7890

30 Point.

567890

24 Point.

34567890

18 Point.

234567890

12 Point.

1234567890£

10 Point.

1234567890£

8 Point.

1234567890£

## LINING WESTMINSTER OLD STYLE.

60 Point.

67890

48 Point.

567890

36 Point.

234567890

30 Point.

1234567890

24 Point.

1234567890£

18 Point.

1234567890£$

14 Point.

1234567890£$

12 Point.

1234567890£$

10 Point.

1234567890£$

8 Point.

1234567890£$

6 Point.

1234567890£$

## LINING HOGARTH.

60 Point.

5890

48 Point.

46790

36 Point.

356890

30 Point.

24567890

24 Point.

12345

18 Point.

67890

12 Point.

12345678

10 Point.

234567890

8 Point.

1234567890£

6 Point.

1234567890£

## LINING CHANTREY.

60 Point.

567890

48 Point.

4567890

36 Point.

1234567890

30 Point.

12345

24 Point.

567890

18 Point.

12345678

12 Point.

1234567890£

# STEEL FURNITURE.

**The great advantages of Steel Furniture** are fully recognised, and this most useful addition to the Printing Office is now supplied in convenient assortments as given below. Made in Sheffield, by plant specially laid down for the purpose, from high-class steel, with the greatest accuracy and superior finish, to the American Point Standard, it is finely coated with a special lacquer, to prevent rusting—or can be supplied nickel-plated at a slight advance in price. All the pieces are interchangeable, and work with each other. Some of the advantages may here be briefly stated:

**Saves space** in the office.

**Saves labour** in making up blank spaces in formes.

**The formes are lighter,** truer, and can be more securely locked up.

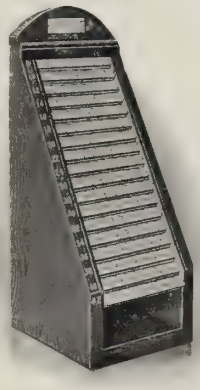
**Greater accuracy** ensured by its use, especially in colour work.

**No risk of working up** on machine.

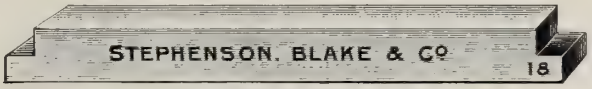
**Practically indestructible,** therefore more economical than any other kind of furniture.

**Makes six times as much blank space** as an equal weight of metal furniture at much less cost for time.

Set No. 1.



Set No. 3.




24 Point Body.

36 Point Body.

**The Steel Furniture** is made in 24 Point and 36 Point body (which work together); the 24 Point having one notch and the 36 Point two notches, and it is made up in the following useful assortments:

| | INCHES. | | INCHES. |
|---|---|---|---|
| **Set 1.**—Complete Set (assorted as below*) | 1380 | **Set 4.**—36 Point portion of Set 1 ... | 780 |
| **Set 2.**—Half of Set 1 ... ... ... ... | 690 | **Set 5.**—Half of Set 3 ... ... ... ... | 300 |
| **Set 3.**—24 Point portion of Set 1 ... | 600 | **Set 6.**—Half of Set 4 ... ... ... ... | 390 |

**Additional Pieces:**—8 to 14 ems, ; 16 to 22 ems, ; 24 to 38 ems, ; 40 to 48 ems, ; 51 to 60 ems, ; 63 to 72 ems, each.

**Extra Prices for Nickel-Plating:**—Set 1, ; Sets 2, 3 and 4, each; Sets 5 and 6, each.

*The Complete Assortment consists of 8 pieces each length (24 Point body) 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42 ems; and 8 pieces each length (36 Point body) 45, 48, 51, 54, 57, 60, 63, 66, 69, 72 ems; giving a total of 28 lengths, 224 pieces. In addition to these sizes, lengths of 9, 15, and 21 ems can be supplied in the 24 Point body: though not included in the sets, provision is made for them in the cases. Every piece is marked with the size in ems of 12 point.

**Cases** to hold the Furniture: Large Size, ; Small Size, each.

**For Prices see Current General Price List.**

# IMPROVED LEADS.

**Improved Leads** are manufactured by patented machinery, and are unapproached for accuracy and finish. They are supplied in full lengths of 36 in. and 18 in.; or will be cut to sizes as required from 4 ems upwards, and in any assortment, at an extra charge of per lb.

**Assortments of Leads.**—Leads may be ordered in assortments, calculated on the following basis:—

An assortment of 100 lb. gives 2½ inches in height of all the sizes provided for in the Washington Lead Rack.
An assortment of 36 lb. gives 2 inches in height of all the sizes provided for in the Handy Lead Rack.

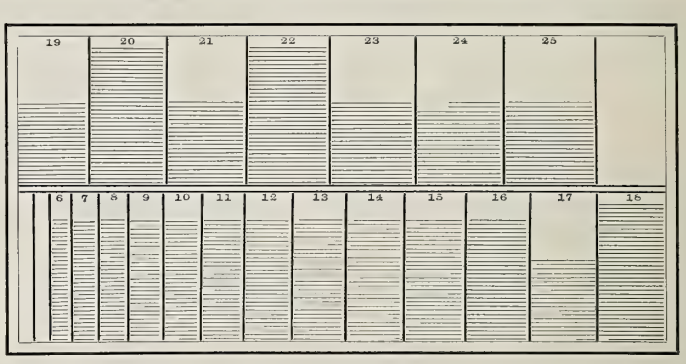
*(See Material Price List for details of these Racks.)*

It will be seen that this formula provides a basis of calculation from which the printer may readily determine what weight will be necessary to fill the various divisions to whatever extent he may require; and as 1 inch of height gives, in 3 point—24 leads; in 2 point—36 leads; in 1½ point—48 leads; and in 1 Point—72 leads, the number of leads in any given height is also quickly ascertained.

**For Prices, and Reduced Prices for Quantities, see Current General Price List.**

# IMPROVED CLUMPS.

**Cast in all bodies from 6 Point to 12 Point,** on the American Point System, and supplied in the assortments described below, or cut to order to any size. They are manufactured with greatly improved accuracy and finish, and the form in which they are now offered will be found very economical and convenient. The annexed diagram shows 60 lb. assortment in suitable case, and indicates the proportions sent of each length. Other assortments supplied to order.




**Scale 1.**—60 lb. each of 6 and 12 Point, assorted from 6 to 25 ems, rising 1 em. Total 120 lb. Two Cases for ditto, each.

**Scale 2.**—30 lb. each of 6 and 12 Point, same lengths. Total 60 lb. Case

Clumps are supplied in all bodies in 36 in. and 18 in. lengths; or will be cut to sizes as required from 4 ems upwards, and in any assortment, at an extra charge of per lb.

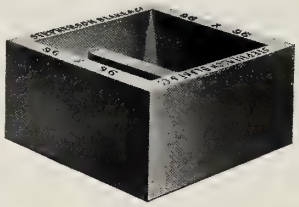
**Metal Corner Clumps,** for use with Mitred Borders, cast on 12 Point and 6 Point bodies, per lb.

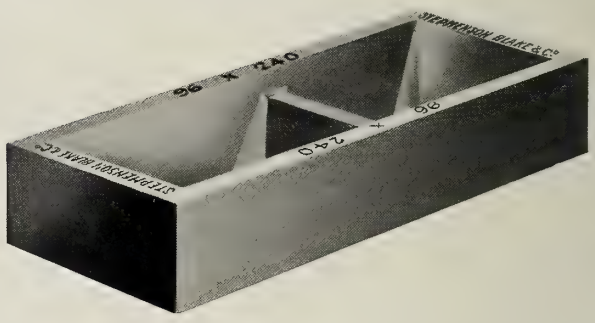
**Numbered Clumps** for news work, 12 Point body, all widths to 16 ems, per doz.

**For Prices, and Reduced Prices for Quantities, see Current General Price List.**

*For particulars of Lead Racks, and Lead, Clump and Metal Furniture Cabinets, see Material Price List.*

# IMPROVED METAL FURNITURE.





Accurately cast on the American Point System, every piece being marked with the size in Points or 12 Point ems, and made up in the following assortments, in weights of 60 lb. and 120 lb.:—

**Scale 1.**—The following lengths and widths: 4, 5, 6, 7, 8, 10, 12, 14, 15, 16, 18, 20, 22, 24, 25, 30, 35, 40, and 45 ems, by ½, 1, 2, 3, 4, 6, 8, and 10 line.

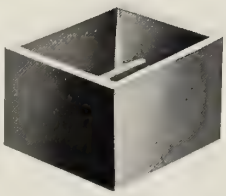
**Scale 2.**—The same widths, but stopping at 25 ems in length. Or,

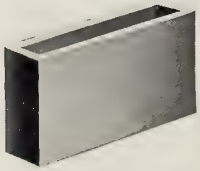
**Scale 3.**—The 6, 8, and 10 line widths may be omitted altogether.

**For Prices, and Reduced Prices for Quantities, see Current General Price List.**

*For particulars of Lead Racks, and Lead, Clump and Metal Furniture Cabinets, see Material Price List.*

# IMPROVED QUOTATIONS.





Supplied to the following sizes in 12 Point ems: 2×3, 2×4, 2×6, 2×8, 3×3, 3×4, 3×5, 3×6, 3×8, 4×4, 4×5, 4×6, 4×8, 5×5—every piece being marked with the size in points.

**For Prices and Reduced Prices for Quantities, see Current General Price List.**

*For particulars of Lead Racks, and Lead, Clump and Metal Furniture Cabinets, see Material Price List.*

**** For particulars and prices of Wood Reglet and Wood Furniture, see Material Price List.*

# PLAIN BRASS RULES.

In 24 inch lengths. All Rules on the American Point System. Cut or Mitred to order. Quote Number when ordering. For Prices see Current General Price List.

### FINE LINE (in centre).

| No. | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 1 | 1 Point. | | |
| 2 | 1½ Point. | | |
| 3 | 2 Point. | | |
| 4 | 3 Point. | | |
| 5 | 4 Point. | | |
| 6 | 5 Point. | ℔ length | |
| 7 | 6 Point. | ,, | |

### FINE LINE (bevel one side).

| | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 12 | 1½ Point. | | |
| 13 | 2 Point. | | |
| 14 | 3 Point. | | |

### COLUMN RULE FACE (in centre).

| | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 22 | 1½ Point. | | |
| 23 | 2 Point. | | |
| 24 | 3 Point. | | |
| 25 | 4 Point. | | |
| 26 | 5 Point. | ℔ length | |
| 27 | 6 Point. | ,, | |
| 28 | 8 Point. | ,, | |

### MEDIUM FACE (in centre).

| | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 31 | 1½ Point. | | |
| 32 | 2 Point. | | |
| 33 | 3 Point. | | |
| 34 | 4 Point. | | |
| 35 | 5 Point. | ℔ length | |
| 36 | 6 Point. | ,, | |

### MEDIUM FACE (bevel one side).

| | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 40 | 1½ Point. | | |
| 41 | 2 Point. | | |
| 42 | 3 Point. | | |

### 1 POINT FACE (in centre).

| | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 50 | 1½ Point. | | |
| 51 | 2 Point. | | |
| 52 | 3 Point. | | |

### 1 POINT FACE (bevel one side).

| No. | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 59 | 1½ Point. | | |
| 60 | 2 Point. | | |
| 61 | 3 Point. | | |

### 1½ POINT FACE (in centre).

| | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 69 | 2 Point. | | |
| 70 | 3 Point. | | |

### 1½ POINT FACE (bevel one side).

| | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 77 | 2 Point. | | |
| 78 | 3 Point. | | |

### DOUBLE FINE FACE.

| | | |
|---|---|---|
| 85 | 2 Point. | ℔ doz. |
| 86 | 3 Point. | ,, |
| 87 | 4 Point. | ,, |
| 88 | 5 Point. | ℔ length |
| 89 | 6 Point. | ,, |

### DOUBLE MEDIUM FACE.

| | | |
|---|---|---|
| 90 | 3 Point. | ℔ doz. |
| 91 | 4 Point. | ,, |
| 92 | 5 Point. | ℔ length |
| 93 | 6 Point. | ,, |

### DOUBLE 1 POINT FACE.

| | | |
|---|---|---|
| 94 | 3 Point. | ℔ doz. |
| 95 | 4 Point. | ,, |
| 96 | 5 Point. | ℔ length |
| 97 | 6 Point. | ,, |

### DOUBLE 1½ POINT FACE.

| | | |
|---|---|---|
| 102 | 5 Point. | ℔ length |
| 103 | 6 Point. | ,, |

### SHADED FACE.

| No. | | |
|---|---|---|
| 107 | 5 Point. | ℔ length |
| 108 | 6 Point. | ,, |
| 109 | 8 Point. | ,, |
| 116 | 2 Point. | ℔ doz. |
| 117 | 3 Point. | ,, |
| 118 | 4 Point. | ,, |
| 119 | 5 Point. | ℔ length |
| 120 | 6 Point. | ,, |

### TREBLE FACE.

| | | |
|---|---|---|
| 125 | 5 Point. | ℔ length |
| 126 | 6 Point. | ,, |
| 127 | 8 Point. | ,, |
| 130 | 8 Point. | ,, |
| 131 | 10 Point. | ,, |
| 133 | 5 Point. | ,, |
| 134 | 6 Point. | ,, |
| 135 | 8 Point. | ,, |

### FOOT FACE.

| | | ℔ doz. | ℔ gross. |
|---|---|---|---|
| 139 | 1 Point. | | |
| 140 | 1½ Point. | | |
| 141 | 2 Point. | | |
| 142 | 3 Point. | | |
| 143 | 4 Point. | | |
| 144 | 5 Point. | ℔ length | |
| 145 | 6 Point. | ,, | |

# FANCY AND COMBINATION BRASS RULES.

In 16 inch lengths. All Rules on the American Point System. Cut or Mitred to order. Quote Number when ordering. For Prices see Current General Price List.

## 1 POINT.

No.
150 ₱ doz.

## 1½ POINT.

₱ doz. ₱ gross.

151
152
153
154
155
156

## 2 POINT.

₱ doz. ₱ gross.

157
158
159
160
161
162
163
164
165 ₱ doz.
166 ,,

## 3 POINT.

167 ₱ length
168 ,,
169 ,,
170 ,,
171 ,,

## 3 POINT—Continued.

No.
172 ₱ length
173 ,,
174 ,,
175 ,,
176 ,,
177 ,,
178 ,,
179 ,,
180 ,,
181 ,,
182 ,,
183 ,,
184 ,,
185 ,,
186 ,,
187 ,,
188 ,,
189 ,,
190 ,,

## 5 POINT.

191 ₱ length
192 ,,
193 ,,

## 5 POINT—Continued.

No.
194 ₱ length
195 ,,
196 ,,
197 (Combined Rules.) ,,

## 6 POINT.

198 ₱ length
199 ,,
200 ,,
201 ,,
202 ,,
203 ,,
204 ,,
205 ,,
206 ,,
207 ,,
208 ,,

## 8 POINT.

209 ₱ length

## BRASS REEDED RULE.

210 12 POINT. ₱ length
211 18 POINT. ₱ length

---

Sets of Rules (containing the following measures: 1½, 3, 4½, 10½, 12, 16½, 18, 19½, 22½, 24, 25½ and 34½ ems) can be cut out of most of these Rules. This assortment will give sufficient rule to form 74 inches of any of the patterns, and will make up a border of any size from small card to demy folio, or two quarto pages. Corners for use with the Sets can be supplied at a small additional charge. For prices see Current General Price List.

No. 150 ...
Nos. 165, 166 ...
No. 180 ...
No. 175 ...
Nos. 170, 171, 176, 177, 178, 179 ...

Nos. 187, 189 ...
Nos. 183, 185, 186, 190, 195 ...
Nos. 188, 194 ...
Nos. 167, 168, 169, 200, 201, 202, 203, 204 ...

No. 198 ...
Nos. 184, 208 ...
Nos. 205, 207 ...
No. 206 ...

# CASES OF BRASS RULE.

Cases of $1\frac{1}{2}$ point and 2 point Brass Rule can be supplied, cut to any of the following Scales—the size being distinctly marked on each Rule:—

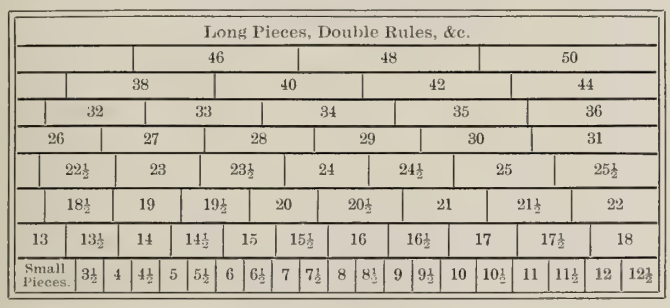
**Scale 1.** 64 Pieces each from 1 to $15\frac{1}{2}$ ems, rising by 6 Points.
40 Pieces ,, 16 to $25\frac{1}{2}$ ,, ,, 6 Points.
40 Pieces ,, 26 to 36 ,, ,, 12 Points.
30 Pieces ,, 38 to 50 ,, ,, 24 Points.

**Scale 2.** Half of Scale 1.

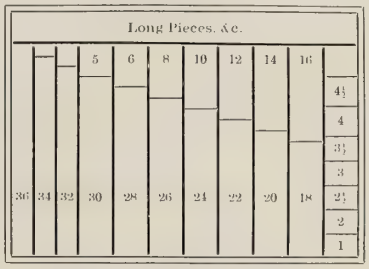
**Scale 3.** 24 Pieces each from 1 to $15\frac{1}{2}$ ems, rising by 6 Points.
12 Pieces ,, 16 to $25\frac{1}{2}$ ,, ,, 6 Points.
12 Pieces ,, 26 to 36 ,, ,, 12 Points.

**Scale 4.** 24 Pieces each, 1, 2, $2\frac{1}{2}$, 3, $3\frac{1}{2}$, 4, $4\frac{1}{2}$, and 5 ems.
24 Pieces each from 6 to 18 ems, rising by 24 Points.
18 Pieces ,, 20 to 30 ,, ,, 24 Points.
6 Pieces each 32, 34, and 36 ems.

PLAN OF RULE CASE FOR SCALES 1, 2 AND 3.




PLAN OF RULE BOX FOR SCALE 4.




THIS BOX IS PROVIDED WITH LID

PRICES (INCLUDING CASE).

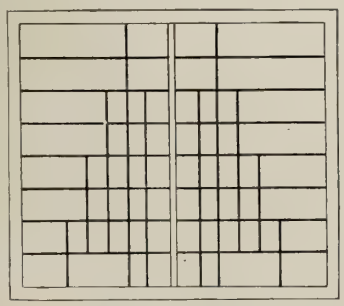
| | | | | |
|---|---|---|---|---|
| $1\frac{1}{2}$ point Rule: | SCALE 1, | SCALE 2, | SCALE 3, | SCALE 4, |
| 2 point Rule: | SCALE 1, | SCALE 2, | SCALE 3, | SCALE 4, |

WAVED OR DOTTED RULE.

| | | | | |
|---|---|---|---|---|
| $1\frac{1}{2}$ point Rule: | SCALE 1, | SCALE 2, | SCALE 3, | SCALE 4, |
| 2 point Rule: | SCALE 1, | SCALE 2, | SCALE 3, | SCALE 4, |

# CASES FOR SETS OF LABOUR-SAVING RULES.

**(For Particulars of Sets and Specimens of Rules, see page 366.)**

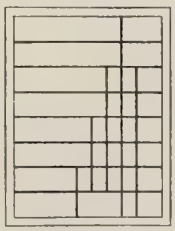


NO. 2 CASE FOR TWO SETS.
$16\frac{1}{2}$ in. × $14\frac{1}{2}$ in.

The Cases, of which illustrations are here given, are designed to hold the Sets of Labour-Saving Brass Rules, of which particulars are given on page 366. The No. 1 Case will hold any Set up to 6 Point body, and the No. 2 Case will accommodate any two Sets of any body.

The No. 1 Case being small is specially handy, its size enabling the compositor to place it near him wherever desired on the frame or stone.

The No. 2 Case is the size of a half upper case, and is made with straight fronts and cup-handles, so as to fit in a special Dust-Proof Cabinet.



NO. 1 CASE FOR SINGLE SETS.
$10\frac{3}{4}$ in. × $8\frac{1}{4}$ in.



*For Prices see General Price List.*

No. 126.

# ASSORTMENTS OF LABOUR-SAVING BRASS BORDER RULES.

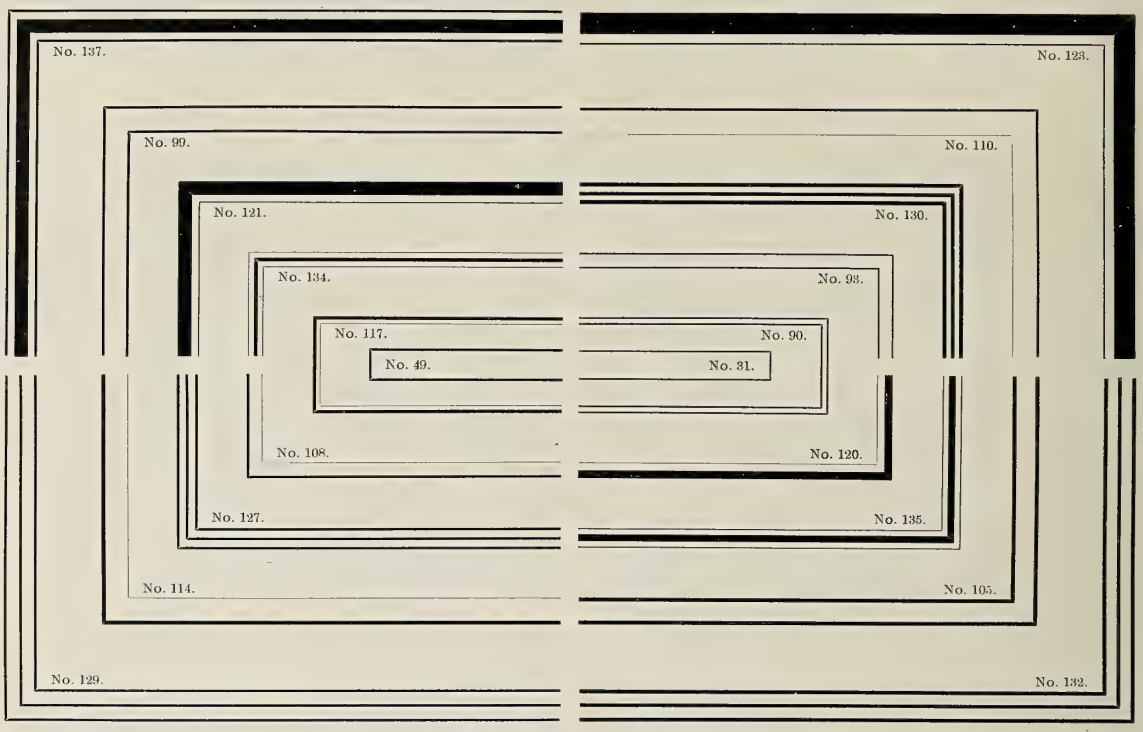
These Sets of Border Rules contain an assortment of various lengths, with mitred pieces for corners, at the following prices:—

| | 1 Point. | 1½ Point. | 2 Point. | 3 Point. | 4 Point. | 5 Point. | 6 Point. | 8 Point. | 10 Point. | 12 Point. | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Single line Rules ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | per Set. |
| Double or Treble line Rules | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | per Set. |

Cases to hold One Set, . Cases for Two Sets, . For particulars of Cases, see page 365.

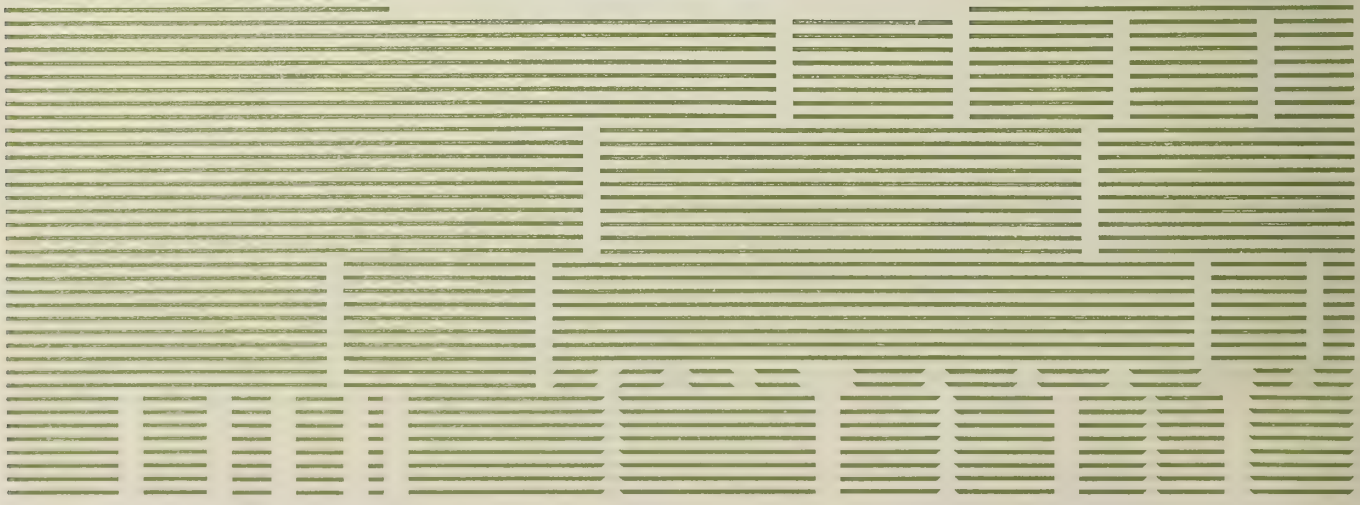
The assortment consists of eight pieces each ½, 1, 1¼, 1½, 2, 2½, 3, 3½, 4, 4½ and 5 ems; ten pieces each 6, 8, 10, 12, 15 and 18 ems; eight pieces each 20 and 24 ems; eight pairs each 6, 3 and 2 em mitred pieces; eight pieces each 3 and 2 em double mitres; four pieces 1 em double mitres; 4 pairs 1½ em parallel mitred pieces. See illustration at foot of page.

The Rules shown below are specially recommended for this purpose, but any other patterns are supplied at corresponding rates. Other assortments can be cut to any requirement.




## COMPOSITION OF FOUNTS.

(Shown in 2 Point Rule.)





*A Selection of faces kept in stock—others can be supplied to order. For Prices see General Price List.*

# THE PATENT FLANGED RULE.

**(Patent Applied for.)**

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## A LABOUR-SAVING INVENTION FOR ELECTRO AND STEREO WORK.

---

PERFORATING RULE WITH SINGLE FLANGE.

END VIEW.

PERFORATING RULE WITH DOUBLE FLANGE.

END VIEW.

**Advantages.**—The great advantage this Rule offers will easily be seen from the above illustrations. By means of the Flange it can be pinned on to the same mounting board ready for printing with either electros or stereos, as it is made the same height as the plates—viz., pica.

**Styles of Face.**—These Rules are made in brass with the usual face for perforating, and also with ordinary fine, medium or thick face.

**Examples of Use.**—The following few instances will serve to show the great economy obtained by the use of the Flanged Rule. If it is desired to perforate at the same time as printing with a forme arranged to print "eight on," the old method would be to have these eight electros or stereos mounted on separate pieces of wood and imposed in the chase with the ordinary perforating rule. The Flanged Rule would simply be pinned down on the mounting board on which are fixed the electros or stereos—thus saving the expense of cutting the wood into eight pieces (which perhaps could not be used again), mounting the plates separately and imposing in a chase.

This Rule may be used to great advantage in Application Forms, Railway work, and all jobs which require to be perforated, and printed from plates at the same time. If it is desired to perforate between a scroll, the flange can be cut away, leaving sufficient at both ends for pinning down.

The **Ordinary Face Rule** could be used for Balance Sheets and the like where slanting rules are required, or for two-colour booklets, &c., where the rule border is another colour, as laying on a board is much cheaper than imposing in a chase, and perfect register is more quickly obtained. Even if a few lines of type are to appear in the same colour as the border, it would be cheaper to have them stereotyped and laid down with the border. A much better result is obtained, and in addition there is a great saving in the machine room by printing direct from the brass rule instead of from electros, which wear so easily.

The rules are made either with single or double flange, but the single flange will be found sufficient for most purposes. They are supplied as follows:—

PRICES.

| | | |
|---|---|---|
| Single Flange Rule with Perforating Face, 16 in. lengths | ... ... ... ... ... | per doz. lengths |
| ,, ,, ,, | in useful assortments from 3 to 24 ems ... | per set |
| ,, ,, Fine, Medium or 1½ Point Face, 16 in. lengths | ... ... | per doz. lengths |
| ,, ,, ,, ,, | assortments from 3 to 24 ems | per set |
| Double Flange Rule with Perforating Face, 16 in. lengths | ... ... ... ... ... | per doz. lengths |
| ,, ,, ,, | in useful assortments from 3 to 24 ems... | per set |
| ,, ,, Fine, Medium or 1½ Point Face, 16 in. lengths | ... ... | per doz. lengths |
| ,, ,, ,, ,, | assortments from 3 to 24 ems | per set |

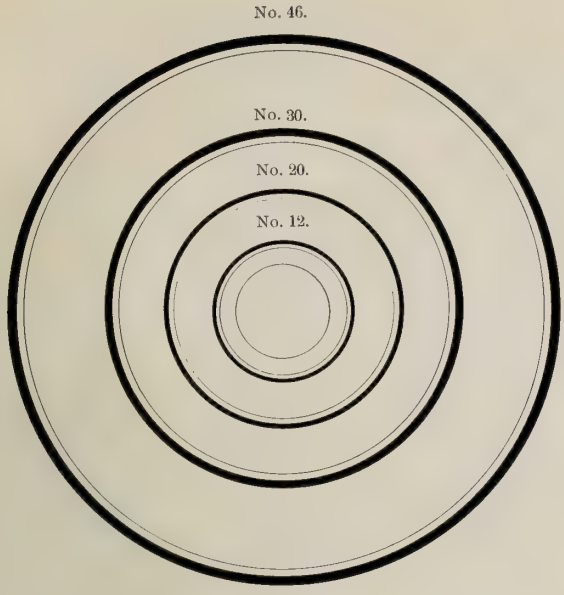
Rules can be cut to sizes as required at a small additional charge. Mitreing, per Border.

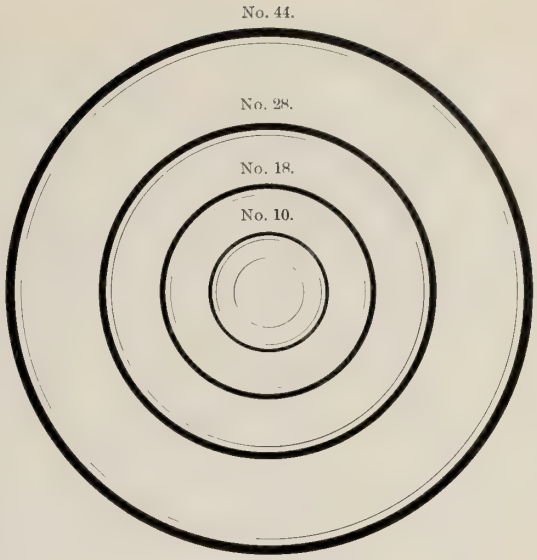
# CIRCLES

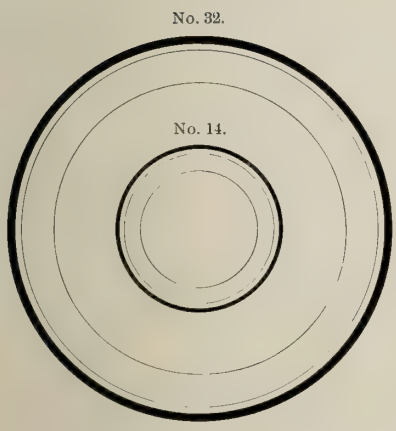
Turned out of Solid Brass, on "square" bodies.

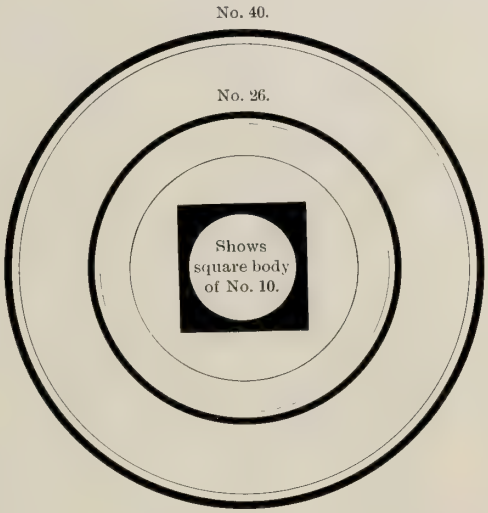
The numbers of Circles and Ovals indicate the diameter in sixteenths of an inch (*e.g.*, No. 18 = $1\frac{1}{8}$ inch).

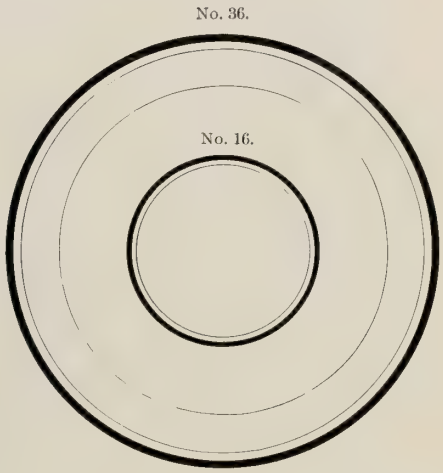
Inners not supplied unless ordered.



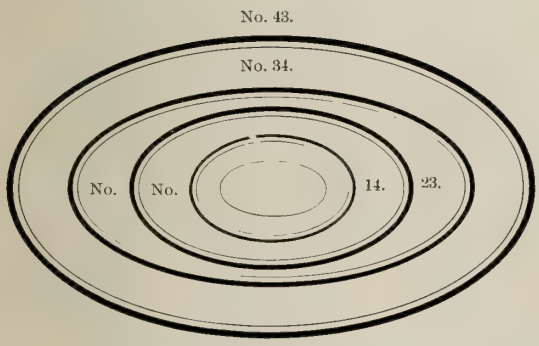



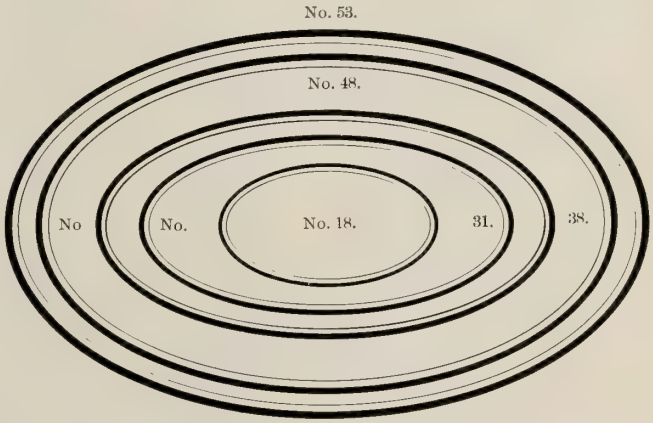



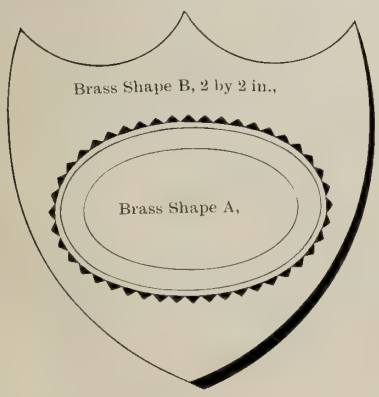

# OVALS

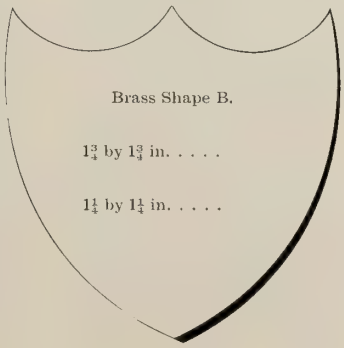
Turned out of Solid Brass, on "square" bodies.

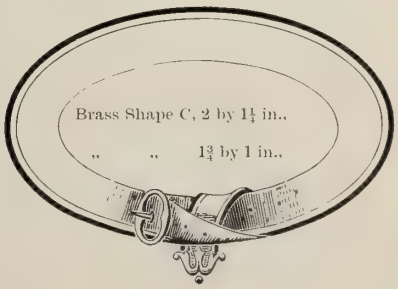
Inners not supplied unless ordered.






*For Prices see General Price List.*

STEPHENSON, BLAKE & Co.'s

# WESTMINSTER PAGE ORNAMENTS.

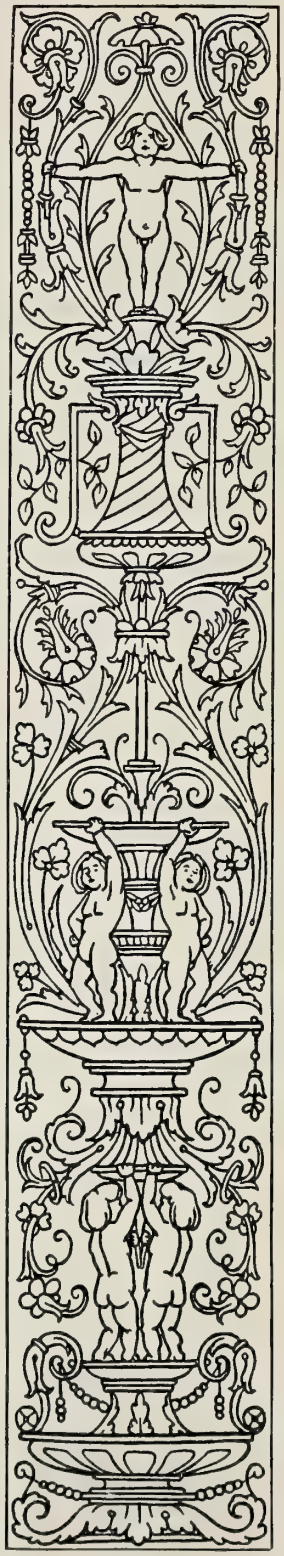
Of this Series of Ornaments, Nos. 1080, 1081, 1082, 1085 and 1086 are mounted on wood, the others being mounted on metal. The prices are quoted for each separate Ornament, and a reduction is made when they are ordered in Sets, with a further reduction for the Complete Series.

1097.

1098.

1085.

1086.



1081.

1082.

1093.

1094.

## PRICES OF SETS.

| | | | |
|---|---|---|---|
| No. 1081 | Set No. 1. | No. 1085 | Set No. 2. |
| ,, 1082 | | ,, 1086 | |
| ,, 1083 | | ,, 1087 | |
| ,, 1084 | | ,, 1088 | |
| No. 1089 | Set No. 3. | No. 1093 | Set No. 4. |
| ,, 1090 | | ,, 1094 | |
| ,, 1091 | | ,, 1095 | |
| ,, 1092 | | ,, 1096 | |
| No. 1097 | Set No. 5. | No. 1080. | Complete Series. |
| ,, 1098 | | | |
| ,, 1099 | | | |
| ,, 1100 | | | |

1089.

1090.

STEPHENSON, BLAKE & Co



SIR CHARLES REED & SONS.

*For Prices see General Price List.*

1080.

1099.

1100.

1095.

1096.

1091.

1092.

1083.

1084.

1087.

1088.



*For Prices see General Price List.*

# NEW ART ORNAMENTS.

1135.

1136.

1146.

1137.

1148.

1149.

1147.

1145.

1101.

## POMONA SERIES, No. 1.

1138.

1139.

1140.

1141.

1143.

1144.

1142.

## POMONA SERIES, No. 2.

1150.

1155.

1152.

1153.

1154.

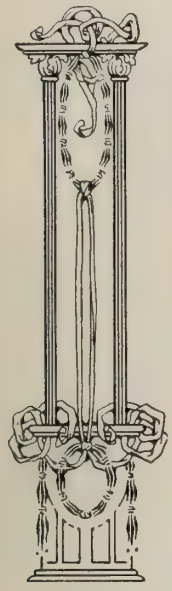
1156.

1151.



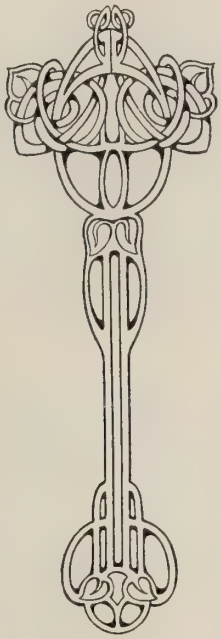
*For Prices see General Price List.*

# NEW ART ORNAMENTS.



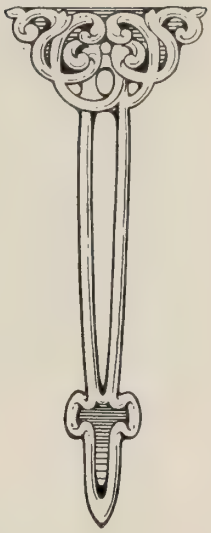
1123.

1133.

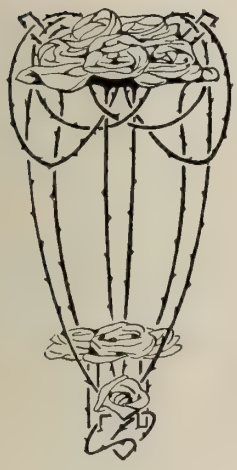


1124.

1134.

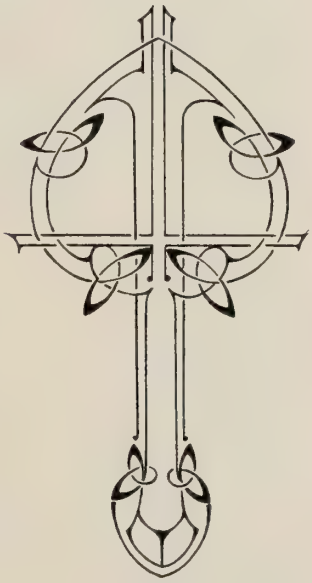


1125.



1127.

1128.



1126.

1129.

1131.

1130.

1132.

STEPHENSON, BLAKE & Co.



SIR CHARLES REED & SONS.

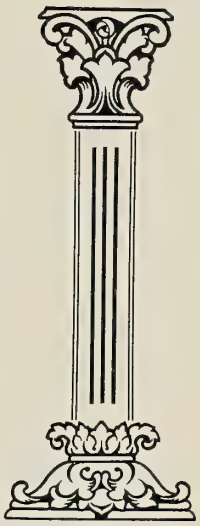
*For Prices see General Price List.*

# OLD STYLE ART ORNAMENTS.

1113.

1122.

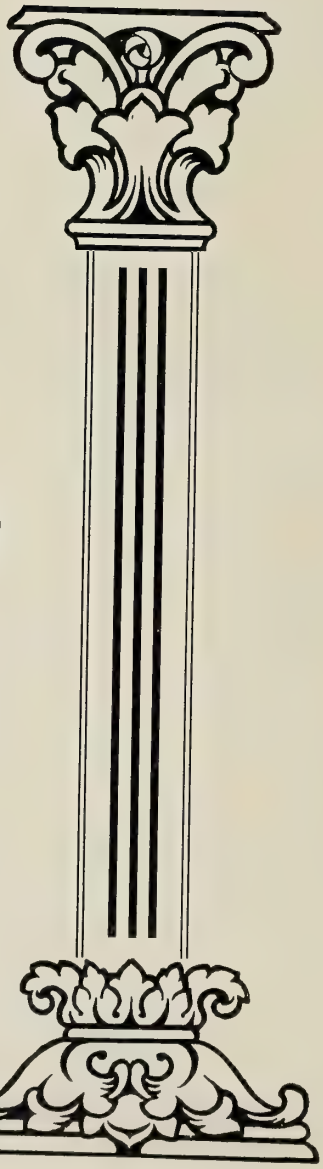
1120.



1121.

1116.

1118.



1119.

1114.

1115.

1117.

STEPHENSON, BLAKE & Co

SIR CHARLES REED & SONS.



*For Prices see General Price List.*

# NEW ROYAL ARMS.

Nos. 1171, 1172, 1173, 1174, 1175 and 1176 are the Arms adopted by His Majesty King George V. in 1910, and authorised by H.M. Stationery Office.

Nos. 1178, 1179, 1180 and 1181 are the same design expanded.

Nos. 1182, 1183, 1184, 1185 and 1186 are the later design approved by His Majesty in 1911.

1171.

1172.

1173.

1174.

1175.

1176.

1181.

1180.

1179.

1178.

1182.

1183.

1184.

1185.

1186.

STEPHENSON, BLAKE & Co.

SIR CHARLES REED & SONS.

# QUEEN MARY'S ARMS.

1187.

1190.

1189.

1188.

# PRINCE OF WALES' ARMS.

(As adopted in 1911.)

1192.

1193.

1194.

1191.

# UNION OF SOUTH AFRICA ARMS.

1195.

1196.

1198.

1197.

STEPHENSON, BLAKE & Co.

SIR CHARLES REED & SONS.

1019.

Prince of Wales' Arms.

1164.

Queen Alexandra's Arms.

1022.

1023.

1018.

Prince of Wales Arms.

1026.

1027.

1069.

1068.

1028.

990.

1001.

The above Arms are from the design authorised by H.M. Stationery Office.

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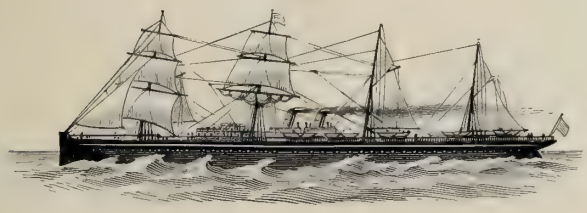
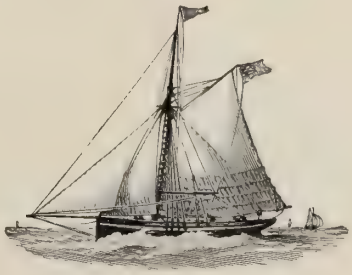
952.



953.

537.



746.

538.

954.

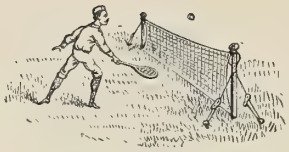
340.

900.

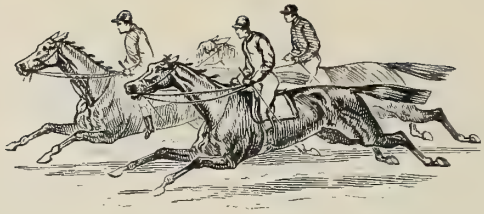
903.

*For Prices see General Price List.*

890.



786.



785.

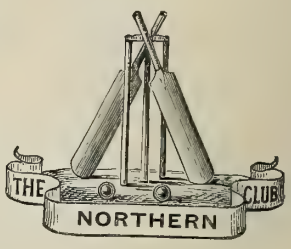
958.

957.

727.

728.

* 691.




* Pierced for Type.

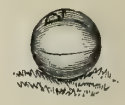
856.

888.

820.

891.

892.



905.

821.

861 (pair).

962.

889.

725.

857 (pair).

726.

236.

455.

453.

454.

858 (pair).

690.

445.

456.

288.

688.

STEPHENSON, BLAKE & Co



SIR CHARLES REED & SONS.

*For Prices see General Price List.*

530.

687.

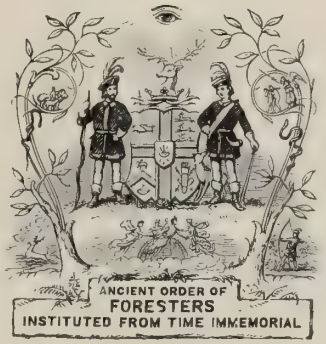
754.

682.

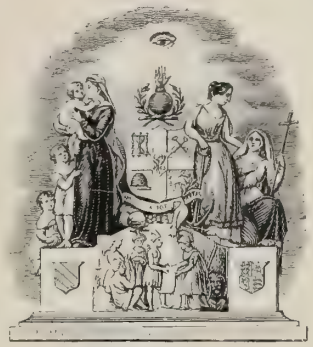
753.

681.

683.




371.

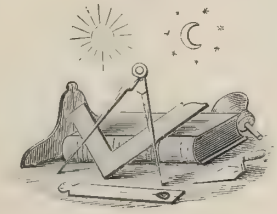


684.

743.

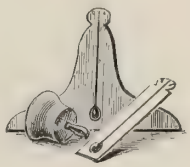
533.

757.



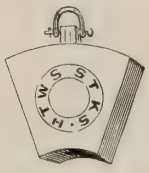
534.

758.

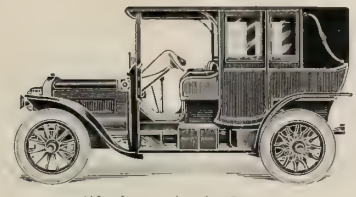


531.

532.




1160.



(Also larger size, 9 · 17 cms.)

MASONIC SIGNS (Set of Eleven).

672. 673. 674. 675.

665.



671. 677. 678. 679.

930.

931.

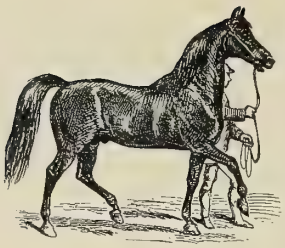
685.

932.

686.

*For Prices see General Price List.*

783.



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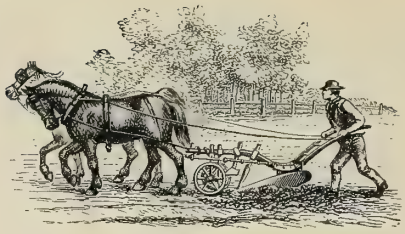
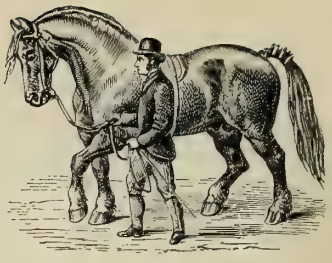
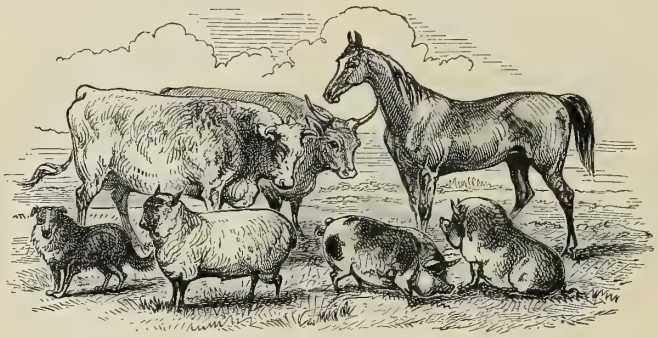


781.



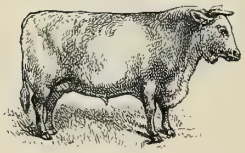
927.

788.

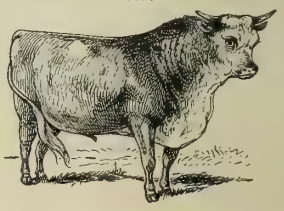


917.

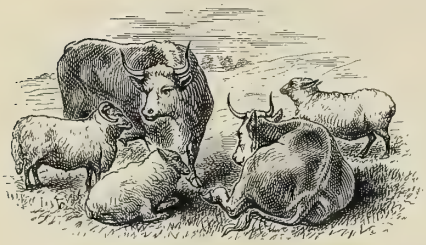
926.



791.



862.



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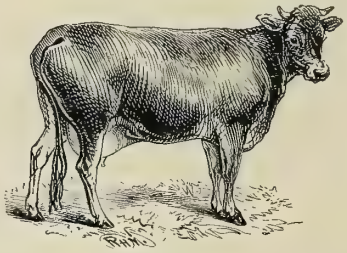

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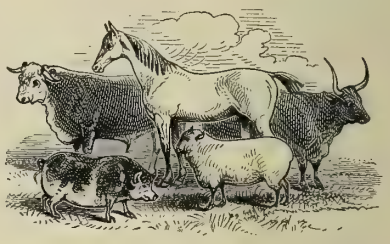
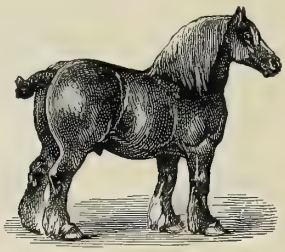


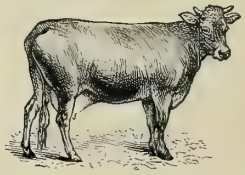
956.



839.

794.

929.



838.

840.

842.

844.

845.

837.

439.

928.

841.

846.

843.

441.

*For Prices see General Price List.*

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London Technical School.